



Digitized by the Internet Archive
in 2022 with funding from
University of Toronto

<https://archive.org/details/31761115507832>

CAI BC

-A55

Government
Publications

Canadian Broadcasting Corporation

(Annual Report 1966/67)



CAI BC

-A55

Government
Publications

Cover:

Design based on a wave form, by which the characteristics of the broadcast signal are measured.



Contents

	<u>PAGE</u>
Directors of the Corporation	(i)
Senior Officers of the Corporation	(ii)
Letter of Transmittal	(iii)
Introduction	i
Programming	
- Centennial Programs	3
- French Network Television	5
- English Network Television	9
- French Network Radio	15
- English Network Radio	19
- Regional and Local Programming	23
- Death of the Governor-General	31
International Service	33
Special Services	
- Northern Service	35
- Armed Forces Service	37
CBC Programs Abroad	39
Commercial Activities	41
Coverage	
- by Satellite	43
Production Facilities and Techniques	
- Color	49
- I.B.C.	49
- Programs on Film	49
- Montreal Consolidation	50
- Equipment Obsolescence	50
Personnel	
- Policy on Bilingualism	53
- Industrial and Talent Relations	53
- Training	53
- Manpower Assessment Research Committee	53
- The Seven Days Controversy	54
Finance	55

TABLES AND GRAPHS

	<u>PAGE</u>
Table 1: Hours of Centennial Programs	4
Table 2: French Network TV - Some Representative Programs	7
Graph 3: French Network TV - Audience Sizes for Some Commercial Programs	8
Graph 4: French Network TV - Audience Sizes for Some Programs of Special Interest	8
Table 5: English Network TV - Some Representative Programs	11
Graph 6: English Network TV - Audience Sizes for Some Commercial Programs	12
Graph 7: English Network TV - Audience Sizes for Some Programs of Special Interest	12
Table 8: CBC Network TV - Analysis of Program Content	13
Table 9: CBC Network TV - Origin of Programs	14
Table 10: French Network Radio - Some Representative Programs	17
Table 11: English Network Radio - Some Representative Programs	21
Table 12: CBC Network Radio - Analysis of Program Content	22
Table 13: Regional and Local Broadcasting - Some Representative Programs	24
Table 14: Regional and Local Broadcasting - Total Hours on 9 CBC Television Stations	26
Table 15: Regional and Local Broadcasting - Analysis of Program Content	27
Table 16: Regional and Local Broadcasting - Audience Sizes for Some Public Affairs Programs	28
Table 17: List of CBC Awards, 1966-67	29
Table 18: International Service - Some Representative Programs	32
Table 19: Northern Service - Some Representative Programs	34
Table 20: Countries Which Bought or Exchanged CBC Programs for Local Broadcast	38

	<u>PAGE</u>
Table 21: Programs Sold or Exchanged with Other Countries	38
Table 22: Program Salability	40
Table 23: Gross Advertising Revenue	41
Table 24: Comparison of the Growth of Advertising Revenue With the Gross National Product	42
Table 25: TV and Radio Households in Canada	42
Table 26: CBC Coverage in Canada, Radio and TV	44
Graph 27: Growth of CBC Television Coverage	45
Table 28: Average Hours of Network Programs Taken by Affiliates	46
Table 29: Communities Not Receiving CBC Television	46
Table 30: Communities Not Receiving CBC Radio	46
Table 31: Extension of Coverage This Year by CBC and Affiliates	47
Table 32: Amount of Color Programs on CBC-TV Networks	50
Table 33: Amount of Local Color Programs on CBC Television Stations	50
Table 34: Some Major Engineering-Technical Projects in 1966/67	51
Table 35: Industrial and Talent Relations Contracts	52

1966 – 1967

DIRECTORS OF THE CORPORATION

J. A. Ouimet, Ottawa (President)
W.E.S. Briggs, Ottawa (Vice-President)*
J.M.R. Beveridge, Wolfville, N.S.
Dean Maxwell Cohen, Montreal, P.Q.**
Miss Margaret Paton Hyndman, Toronto, Ont.**
D.M. Mac Aulay, Sackville, N.B.
E.B. Osler, Winnipeg, Man.
Dr. Stephanie Potoski, Yorkton, Sask.
J. G. Prentice, Vancouver, B.C.
André Raynauld, Montreal, P.Q.
Dr. Leonard Roussel, Ottawa, Ont.**
T.W.L. MacDermot, Lennoxville, P.Q.***

* Term of office expired January 26, 1967.

** Appointed July 15, 1966.

*** Deceased April 29, 1966.

EXECUTIVE COMMITTEE

J. A. Ouimet, Chairman
W.E.S. Briggs *
André Raynauld
E.B. Osler
J. G. Prentice

FINANCE COMMITTEE

J. G. Prentice, Chairman
J. A. Ouimet
W.E.S. Briggs *
J.M.R. Beveridge
André Raynauld

PROGRAM COMMITTEE

E.B. Osler, Chairman
J. A. Ouimet
W.E.S. Briggs *
J.M.R. Beveridge
Dean Maxwell Cohen **
Miss Margaret Paton Hyndman **
D.M. MacAulay
T.W.L. MacDermot***
Dr. Stephanie Potoski
J. G. Prentice
André Raynauld
Dr. Leonard Roussel **

* Term of office expired January 26, 1967.

** Appointed July 15, 1966.

*** Deceased April 29, 1966.

SENIOR OFFICERS

- J.A. Ouimet, President
- * W.E.S. Briggs, Vice-President
- J.R. Alleyn, General Counsel
- V.F. Davies, Vice-President, Finance
- R.C. Fraser, Vice-President, Assistant to the President
- J.P. Gilmore, Vice-President, Planning & Acting Chief Operating Officer
- Guy Coderre, Vice-President, Administration
- E.S. Hallman, Vice-President, Programming
- J.E. Hayes, Vice-President, Engineering
- C. Jennings, Vice-President and General Manager, Regional Broadcasting
- M. Ouimet, Vice-President and General Manager, Network Broadcasting (French)
- ** Vice-President and General Manager, Network Broadcasting (English)
- H.G. Walker, General Manager, Caribbean Project.

OPERATING DIVISIONS AND REGIONS

- R.W. McGall, Acting General Manager, English Networks, Toronto
- R. David, Assistant General Manager, French Networks, Montreal
- *** W.F. Galgay, Director for the Province of Newfoundland, St. John's
- A.K. Morrow, Director for the Province of Newfoundland, St. John's
- S.R. Kennedy, Director for the Maritime Provinces, Halifax
- J.R. Finlay, Director for the Prairie Provinces, Winnipeg
- K.P. Caple, Director for the Province of British Columbia, Vancouver
- J.J. Dunn, Director, Ottawa Area
- C.R. Delafield, Director of the International Service, Montreal
- A.G. Cowan, Director of Northern and Armed Forces Services, Ottawa

* Term of office expired January 26, 1967.

** Vacant since new appointment of H.G. Walker, October 14, 1966.

*** Deceased August, 1966.

CANADIAN BROADCASTING CORPORATION

OFFICE OF THE
PRESIDENT
OTTAWA

Ottawa, June 30, 1967

The Honorable Judy LaMarsh, M.P.,
Secretary of State,
Ottawa.

Dear Madam:

In accordance with the provisions of Section 36, Part II, of the Broadcasting Act, I submit herewith the annual report of the Canadian Broadcasting Corporation for the year ended March 31, 1967.

You will note from page 57 that a difference of view exists between the Corporation and the Auditor General respecting the authority of the Corporation in granting a retiring allowance to a senior employee, Captain W.E.S. Briggs.

Captain Briggs was Vice-President of the Corporation for seven years (1960-67) but his services as an officer and employee encompass a span of some thirty years, a period which preceded, included and followed the term of his statutory appointment.

A special retiring allowance for senior executives in certain cases is common practice in industry. It is one which was used by the Corporation prior to the present instance and was not questioned by the then Auditor General. We believe it to be fully within our powers. Our view is supported by the Corporation's Legal Counsel.

Under the Broadcasting Act, the salary of the Vice-President is to be fixed by the Governor-in-Council. However, in our opinion, and in accordance with legal advice, all other matters pertaining to the Vice-President, as an officer and employee of the Corporation, such as Group Insurance, Medical Insurance, Leave, Travel allowances, Retiring allowances, are within the competence of the Corporation and do not require reference to the Governor-in-Council.

With respect to the Auditor General's comment re note 3, page 62, concerning the remuneration of Directors, in the view of the Board, given above, this item pertains to payments for services and not to a retiring allowance, which does not fall within this category. The retiring allowance is included in the total of the amount for Management and Central Services, page 60 of this report.

Yours faithfully,



Alphonse Ouimet,

President.

Introduction

The CBC produced more radio and television programs this year than ever before, some of them watched by up to nearly two million Canadians on the French network, up to four million on the English network. Seventeen festival competitions, 14 of them non-Canadian, recognized the merit of CBC radio and television programs. Some 27 countries, including Britain, the United States, France and Japan, broadcast to their citizens more than 40 CBC domestic productions which they either bought or exchanged. Possibly most important of all, the CBC radio and television services greatly helped the launching of Canada's Centennial.

These programming achievements, outlined in detail in the next section, came while the Corporation was converting its television networks to color, preparing for its major Centennial programming effort during 1967, building a \$10 million broadcasting complex for the nations of the world to cover Expo '67, and carrying on a long list of more normal engineering and technical projects. Accompanying the achievements were the controversies which kept the Corporation in the nation's headlines periodically throughout the year.

CENTENNIAL

With a list of some 6000 Centennial events across Canada to choose from, and with schedules on all the radio and television networks and stations enriched by special Centennial drama, variety and documentaries, the CBC Centennial goals have required immense planning over the past two and a half years. By March 31, 1967, Centennial program production already totalled more than 120 hours on television and more than 260 hours on radio. (For further details, see page 3.)

DEATH OF THE GOVERNOR-GENERAL

The event which saddened all Canadians was the death of their Governor-General, His Excellency, Georges P. Vanier. CBC English and French television networks enabled more than 6,000,000 Canadians across the country to participate in the final ceremonies in Ottawa, in addition to those who listened on radio. (For further details, see page 31.)

COLOR TELEVISION

In June, 1965, the government announced that applications for licences for color television broadcasting, to start in the Fall of 1966, would be heard by the Board of Broadcast Governors. With a \$15 million capital budget limit, and just over 15 months to do it, the CBC trained technical and production people, and converted or installed the necessary production and transmitting facilities to begin color telecasting on September 1. By March 31, both language networks were carrying up to a maximum of 40% of their weekly network programming in color, with additional color programs seen in local time. (For further details, see page 49.)

ENGINEERING

Another major accomplishment was the completion of the CBC International Broadcasting Centre with its two color studios, a \$10 million radio and television complex which will enable Canadians and viewers throughout the world, to see and hear programs produced at Expo '67. In addition, work began on consolidating facilities in Montreal, CBC engineers were involved in more than 30 television transmitter projects scheduled for completion in 1967, and the normal continuing review and replacement of equipment was carried on. (For further details, see page 50.)

COVERAGE

By March 31, some 98.6% of all Canadians in Canada could get CBC radio in some form, and 95.8% could get CBC television. However, there may be as many as 255 communities of 500 people or more who still cannot receive a satisfactory CBC television signal and about 130 who do not receive a satisfactory radio signal. Two experiments announced during the year by the CBC may help provide or speed up coverage for some of these communities. One involves a special television transmitter called a Frontier Coverage Package, the other the use of low-power FM transmitters to carry AM service in areas where no suitable AM frequencies are available. (For details, see page 43.)

PARLIAMENTARY COMMITTEES

In its study of the government's White Paper on Broadcasting, the House of Commons Committee on Broadcasting, Films and Assistance to the Arts called the members of the CBC Board of Directors as witnesses. The Board's comments and suggestions on the White Paper were made known to the Committee.

CBC Head Office management appeared before three parliamentary committees during the year as follows:

The House of Commons Committee on Broadcasting, Films and Assistance to the Arts -- Witnesses were Messrs J.A. Ouimet, President; H.G. Walker, then Vice-president and General Manager, Network Broadcasting, (English); M. Ouimet, Vice-president and General Manager, Network Broadcasting, (French); J.P. Gilmore, Vice-president, Planning; and V.F. Davies, Vice-president, Finance.

The House of Commons Public Accounts Committee -- Messrs J.A. Ouimet, V.F. Davies, J.P. Gilmore and G. Coderre, Vice-president, Administration.

The Senate Finance Committee -- Messrs J.A. Ouimet, J.P. Gilmore, and R.C. Fraser, Vice-president, Assistant to the President.

FINANCIAL

Total operating expenses for the year amounted to \$154,240,599, an increase of some \$20.8 million over last year. The largest single item of the increase, \$12.3 million, was spent on programs. Parliamentary grants totalled \$112,443,000 of which \$1,370,850 went back to the Receiver-General as repayment of capital loans to the CBC, while another \$40,135 were due to the Receiver-General at the end of the year, leaving the net operating funds received from the government of Canada at \$111,032,000. Depreciation, included as an operating cost, not recoverable from the parliamentary grants, brought the net cost of operations to \$118,044,589. Gross advertising revenue amounted to \$35,153,014 and other revenue to \$1,042,996.

Capital assets after accumulated depreciation increased by some \$22.6 million over last year to a total of just under \$77.0 million. Facilities for production and transmission of color programs, plus improvements to coverage account for the largest portion of this increase.

Programming

Centennial Programming

On the evening of Saturday, December 31, 1966, thousands of people in Ottawa stood on the Hill in front of Parliament, their breaths steaming in the subzero temperatures, and were joined by millions more along the English and French radio and television networks. Together they participated in the lighting of the Centennial Flame and the ceremony which began the 1967 celebrations.

The titles of some New Year's Day programs tell their own story: Cent ans déjà, One Hundred Years Young, National History Test, Train de la Confédération, Canadian Tribute, La Valse a cent ans, The Best of History, Cent ans de mode au Canada.

So the year began, but CBC plans had begun in June, 1964. The CBC would first of all contribute to the party atmosphere with schedules enriched by Canadian music, drama, and variety. Actuality, documentary, and public affairs programs would intensify the effort to show Canada to Canada but without sacrificing the effort at honest, self-examination. As much as possible, the English and French networks would exchange ideas and programs, and jointly cover national events. Each region, while carrying national programs, would increase local production and cover its local scene.

A Corporation planning group, working with the Centennial Commission, began a list of

national and local events, a few hundred at first but growing to more than 6000, from which those for coverage would be selected: Royal Tours and the opening of Expo '67 would take full programs, other items may be just a minute in a news bulletin.

A technical training school in Montreal, highly mobile radio and television teams (the latter using specially constructed two-camera, color packages), a training school for 14 commentators in Toronto with special training also arranged in other centres, travel schedules to cover the 70 to 80 major actualities -- all this had to be coordinated. Hundreds of program ideas flowed between the production points and the planning group, with some programs going into production immediately: Canada '98 and Canada Express for instance.

Costs estimates were made, budgets set up, pruned, rearranged, and finally -- for the year 1966-67 -- approved by Parliament to a total of \$2.7 million. In this same year, CBC produced more than 130 radio and television programs totalling 387 hours expressly for the Centennial celebrations (See Table 1), while countless other programs and news items had Centennial themes, although the Centennial year itself was only one-quarter through. The Canadian birthday party was well under way, with the biggest things yet to come.

TABLE 1: CENTENNIAL PROGRAMMING in 1966/67

	TELEVISION		RADIO	
	No. of Programs	No. of Hours	No. of Programs	No. of Hours
English Network	16	31 3/4	17	84
French Network	21	37 1/2	18	114
<u>Regional Broadcasting</u>				
Newfoundland	-	-	4	3 1/4
Maritimes	2	1 1/2	-	-
Quebec Division	8	26 1/2	-	-
Toronto Area	-	-	5	8 1/2
Ottawa Area	14	20 1/2	7	6 1/2
Prairies	3	3 1/2	8	8 3/4
British Columbia	1	1/2	-	-
Northern Service	-	-	10	40 1/2
	28	52 1/2	34	67 1/2
<u>TOTAL</u>	65	121 3/4	69	265 1/2

French Network Television

New programs enjoying instantaneous success along the network were Moi et l'autre, one of the most widely watched programs in French Canada, and Minute, papillon, both light comedies. In a more traditional format, but also with a comic note, the new téléroman, Rue des pignons, was equally successful in catching the imagination of viewers.

This success in seeking out facets of the French Canadian milieu and, by exaggeration and with first class writing and acting, finding humor, is part of the effort by French network programmers to widen the appeal of their schedule in the face of severe commercial competition in Montreal and Quebec. For similar reasons, the schedule includes more -- though a still strictly limited number of -- American series dubbed in French such as Adèle, Batman, L'Extravagante Lucie, and others.

This increase in light programming has not reduced the quality and diversity of other program types. The new Sunday night series, Les Beaux Dimanches seen at a peak family viewing time strikingly illustrates this diversity. Combining the departmental resources of variety, drama and music the program presents the best efforts from all three. International variety personalities Gilbert Bécaud, Charles Aznavour and Pauline Julien were presented, as well as many of the best known Canadian artists including Olivier Guimond, Les Cyniques, Muriel Millard, plus some of the finest shows produced elsewhere in the world : Le Bernard Show, Studio Uno and Le Cirque de Moscou.

In theatre, Les Beaux Dimanches has presented Canadian pieces : Souvenirs en accords brisés, by Andrée Maillet, Au-dessus de tout by Paul Chamberland, and La Roulotte aux poupées by Marie-Claire Blais; dramas by foreign authors, Béthanie by Jean Giraudoux, Un Caprice by Musset, and Cet animal étrange, by Chekov. In light vein, the Théâtre Alcan included George et Margaret by Gérard Savory, Blaise by Claude Magnier, Célimare le bien-aimé by Labiche and Delcours, and Isabelle et le pélican by Marcel Franck.

Finally, music has brought some of the finest programs on Les Beaux Dimanches with concerts such as La Soirée Chopin, En attendant l'opéra using some of the best voices in French Canada, L'Orchestre led by Sergiu Celiodache,

Le Récital de Isaac Stern, and The Ninth Symphony of Beethoven conducted by Seiji Ozawa.

Les Beaux Dimanches continued the tradition launched by L'Heure du concert and Téléthéâtre and by combining the two concepts, attracted hundreds of thousands of French Canadians to the CBC on Sunday nights.

NEWS AND CURRENT EVENTS

The special effort put into entertainment programs was paralleled in the news. Bulletins more and more use the network to bring-on-the-spot information with film and voice reports. A network of correspondents in Canadian and foreign capitals ensures first hand information for the bulletins as well as better documentation for programs like Caméra 66-67.

In public affairs, Aujourd'hui, at an earlier time than last year, still offers a first class magazine involving Montreal, Quebec City, and Ottawa production points, with fresh documentation of seemingly familiar aspects of French Canadian life; the role of private schools, and the French character of our cities, for instance.

Less dependent on actuality, Le Sel de la Semaine has become a prestige program with leading world and Canadian figures. Eugène Ionesco, Marcel and Elise Jouhandeau, Paul Martin, Jean Lecanuet, Juliette Gréco, André Courrèges, and others have discussed their life and work, and shown different facets of their personalities to the viewers. Tirez au clair, by its judicious choice of subject and of pairs of debaters, has used a confrontation formula to achieve striking polarity of views on important matters. The monthly program Dossier has produced documents of exceptional interest on subjects such as Picasso and on the couple, Sartre and de Beauvoir.

Schools programs experimented in order to exploit to the full the pedagogical value of television; for instance, with greater use of dramatized scenes using professional actors rather than teachers. For the first time, the French network has offered medical refresher courses for practising doctors, and the results are being carefully studied by CBC Research for more efficient use of educational television.

The demography of French Canada favors the concentration in Montreal of artistic and intellectual life, but the CBC is anxious to use and stimulate resources elsewhere. A summer series of amateur theatre enabled groups from Quebec and also from Ontario to appear on the network.

ENTERTAINMENT - AND BEYOND

The effort to be more "entertaining" goes beyond what is obviously implied. Rather, through entertainment, the network hopes to stimulate thought, to increase knowledge, about our environment and ourselves. Atome et Galaxies, La Vie qui bat, Tour de Terre are entertaining, by way of the presentation of ideas; they present more than just scientific facts, they also suggest trends or patterns of behavior about which the viewer can draw his own conclusions. In public affairs, Aujourd'hui, Tirez au clair, and Le Sel de la semaine do the same.

Another form, that of Vivre, exemplifies the use of entertainment techniques to go beyond simple entertainment. This program takes some problem of human behavior, dramatises it, then with a psychiatrist, analyses the situation in a way that helps the viewer know himself a little better.

Films, which play a very important role in the French network, have much of this quality. The work of film makers like Fellini, Clair, Bresson, Bergman, Rossi, Bunuel, Godard, Antonioni, have things to say that go beyond the straight entertainment.

SPECIAL AUDIENCES

Many programs are directed to special audiences; youth programs, for instance. Though programs for this group will have a special slant, nevertheless the subjects that interest young people have the same wide range as those of interest to adults.

Jeunesse Oblige covers classical music to jazz, sports to art, literature to folk singers. Images en tête initiates teenagers into a cinematographic culture and even asks them to participate in creative work by joining amateur cine-clubs. For the younger children, La Souris verte, La Boîte à surprise, and Viens voir use the child's delight in poetry and art to open his eyes to the world around him. In all these programs, the child is asked to participate through projects, drawings and contests so that the adult who deplores the "passivity" of television may be judging himself rather than his children.

Similarly, the idea women, like children, are people, with a wide range of interest, inspires women's programming. Femmes d'aujourd'hui deals with cuisine, decor, and feminine beauty, but also with law, sociology, actualities, cinema, sports and the arts. Such programs offer housewives a wider perspective of the world's events than was possible before radio and television came into the home.

SPORTS

Color brought a special bonus to sports programs, notably hockey and many important outdoor events: the Grey Cup, boat racing on the ice of the Saint Lawrence River at the Quebec Carnival, Canadian Championship Curling, the first Canadian winter games, and various American sporting events. In addition to its wide diversity of sports actualities - bowling, football, boating, tennis, golf, baseball, hunting, fishing and so on - the French language stations also carried daily sports news programs and the weekly network Sport-dimanche.

In summary, then, the French television network has further developed three areas of activity this year: an active presence in the French Canadian milieu, a rethinking of its traditional program types, and the effort to provide through entertainment a living and dynamic contribution to popular culture.

TABLE 2: FRENCH NETWORK TELEVISION - REPRESENTATIVE PROGRAMS

NEWS AND SPECIAL EVENTS

Téléjournal
Caméra 66-67:
Rôle du Canada à l'ONU
Les Elections aux Etats-Unis
Le Vietnam
Les Elections provinciales du Québec
Le Congrès de la Fédération libérale du Québec
Les Congrès des partis libéral et conservateur

DOCUMENTARY / DISCUSSION / INTERVIEW

Aujourd'hui (Montréal, Québec, Ottawa)
Le Sol de la semaine
Tirez au clair (Montréal, Québec)
Conférence de presse
Expo 67
Vivre
Défis nouveaux

ARTS AND LETTERS

Dossiers
Le Professeur Gullémin
Langue vivante
D'hier à demain
Lecture pour tous
Partout

DRAMA

Les Beaux Dimanches
Béthanie
Un caprice
Cet animal étrange
La Roulotte aux poupées
Au-Dessus de tout
Souvenir en accords brisés
Soirée au théâtre Alcan
George et Margaret
Blaise
Célimaire le bien-aimé
Isabelle et le pélican
Téléromans
Les Belles Histoires
Septième-nord
Le Bonheur des autres
Rue des péignons
Théâtre amateur

MUSIC

Les Beaux Dimanches
En attendant l'opéra
Soirée Chopin
l'Orchestre avec Celibidache
Récital Isaac Stern
Neuvième de Beethoven
Cavalleria Rusticana
Wilfrid Pelletier rencontre
Concerts populaires

VARIETY

Moi et l'autre
Les Couche-tard
Minute, papillon
Les Beaux Dimanches
Récital Gilbert Bécaud
Aznavor à New York
Le Cirque de Moscou
Pauline Julien
Place à Olivier Guimond
Gai, gai, la belle province
Les Grands Noms du Music-Hall
Votre choix
Mon pays, mes chansons
Les Cailloux
Sincèrement Fernand Gignac
Du côté de Québec (Québec)

QUIZ

Tous pour un
Face à la musique

EDUCATION

Cours universitaires (Montréal, Québec, Ottawa):
Biologie humaine
Civiltisation grecque
Littérature anglaise
Initiation aux mathématiques modernes
Stylistique et composition
Principes d'économie politique
Télévision scolaire
Éducation physique
Art plastique
Géographie
Histoire des civilisations
Dessin industriel
Cours post universitaires
Médecine moderne

YOUTH

Jeunesse oblige
Atome et galaxies
La Boîte à surprise
La Souris verte
Cent millions de jeunes
La Vie qui bat
Age tendre

WOMEN

Femme d'aujourd'hui
Elles (Montréal, Québec)
Deux millions de femmes

RELIGION

Panorama religieux
Signes du temps
Lectures d'été

SPORTS

La Soirée du hockey
Sports du monde
l'heure des quilles
Football canadien
Omnium mondial du golf
Nouvelles du sport
l'Univers des sports
Chasse et pêche au Québec

FARMS AND FISHERIES

Les Travaux et les jours
l'Agriculture de demain
Les Quatre Saisons (Québec)

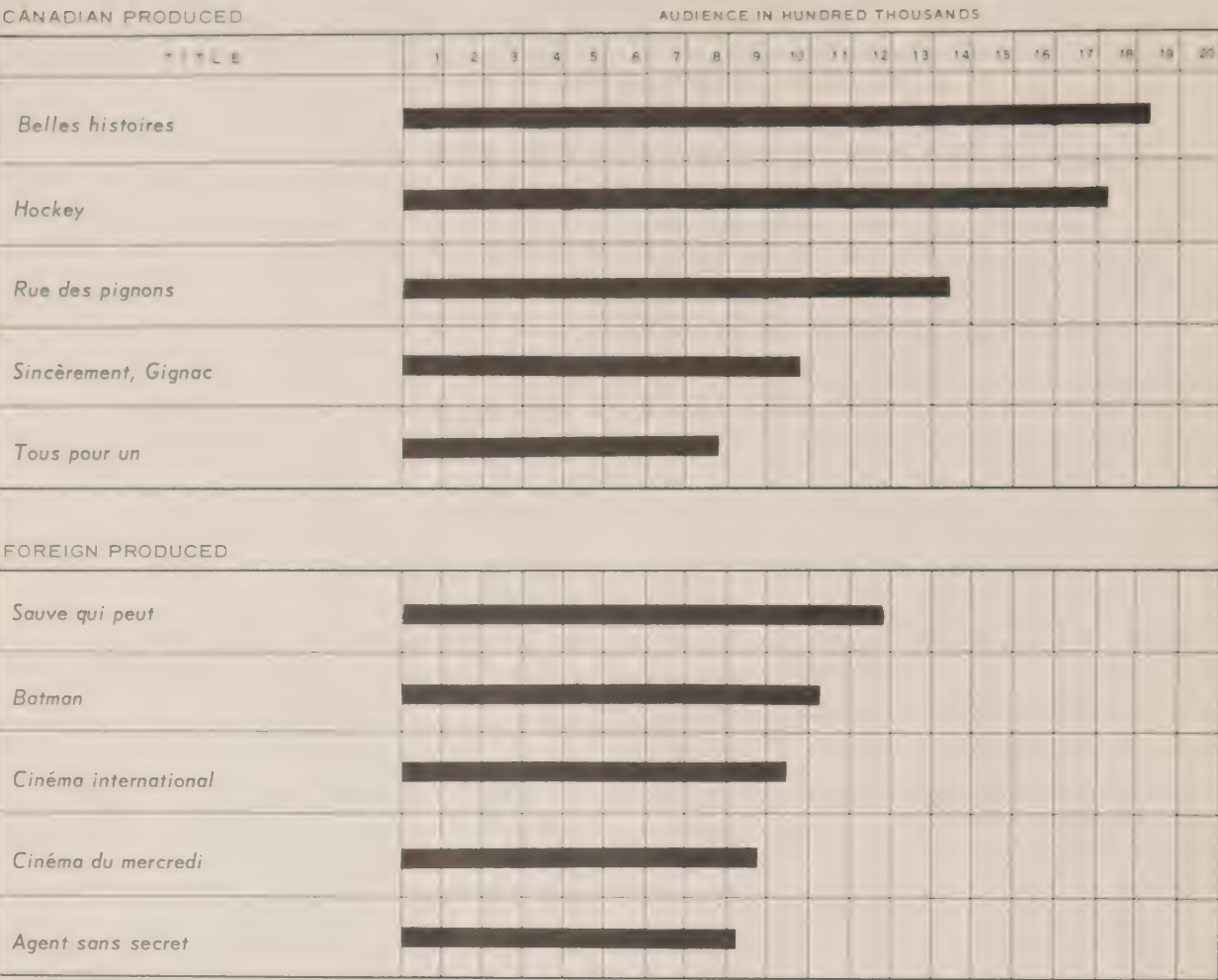
FIIMS

Ciné-club
Journal d'un curé de campagne
Les Fêtes galantes
Viridiana
Salvatore Giuliano
Le Cri
Images en tête
Cinéma international
Cinéma du mercredi
Les Compagnons de Jésus
ONF

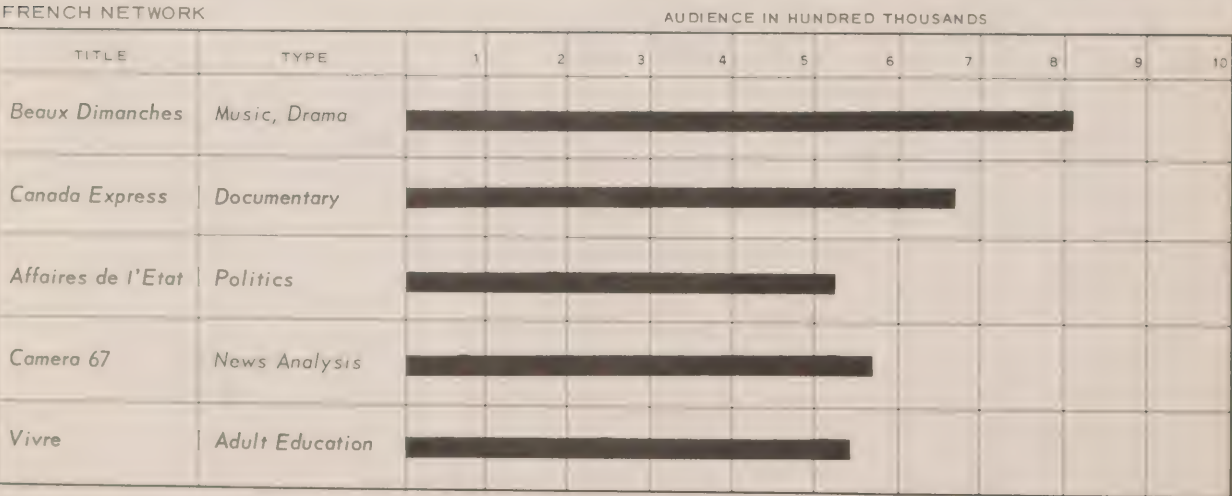
OTHER

la Semaine du français
le Carnaval de Québec
la Nuit des étoiles
Emissions du Centenaire
J'ai choisi le Canada
Canada-express (Ottawa)
Au pays des hommes rouges
Carnaval historique de Chicoutimi
Ceux qui tiennent l'air
Gent ans déjà
la Valse à cent ans

GRAPH 3: Audience sizes * in Persons for some Representative Commercial Programs on French Language Network Television in January, 1967.



GRAPH 4: Audience Sizes * in Persons for Some Programs of Special Interest on French Language Network Television in January, 1967.



* Persons Viewing per average ¼ hour; from Nielsen, N.T.I., January, 1967.

English Network Television

Most spectacular success of the year for English network television, perhaps, came in drama with Wojeck and Quentin Durgens, M.P., but variety also brought many specials, the National News was given a new look, and, indeed, all areas of programming saw highlights.

DRAMA

Wojeck, the story of a fighting city coroner, attracted the largest audience ever for Canadian-produced drama, it won a Golden Nymph Award at Monte Carlo, and was sold as a series to the British Broadcasting Corporation. Durgens also won large audiences and critical praise for its dramatic impact using a uniquely Canadian setting.

Both Wojeck and Durgens arose from planned experiments last year which, once proven so successful both in getting audiences and in artistic merit, were extended into longer series. Indeed, Durgens was originally in The Serial, a number of serialised dramas which over several years enabled CBC production people gain much valuable experience in dramas longer than the 30 to 90 minute format.

The CBC must conduct such experiments on air, watched by several million viewers, including the critics. This contrasts strongly to the vast entertainment industry in the United States which last year made some 110 speculative, pilot films at an estimated cost of \$40 million. These were screened, audience tested and some forty accepted for use on air, often after remaking in the light of the audience tests. Most of the other 70 hour and half-hour pilot films, at an estimated production cost of a quarter of a million dollars per half hour, never even saw the air. It is a credit to Canadian artists, actors, writers and musicians, and to the CBC and its production staff, that in the field of general entertainment their programs should stand up so well (see Graph 6) against the strongest entertainment competition in the world.

Festival this year continued its dramatic tradition ranging from native experimental drama like M. Charles Cohen's David Chapter III to adaptations of what has become classic theatre, such as Strindberg's Miss Julie. Notable was the half-hour play in color, The Puppet Caravan (La Roulotte aux poupées), a tender fantasy written by Marie-Claire Blais and

produced in Toronto in both English and French for playing on both networks. Ninety-minute dramas included the Canadian original, Fifteen Miles of Broken Glass by Tom Hendry, and Shakespeare's Taming of the Shrew.

NEWS AND PUBLIC AFFAIRS

Canadians were offered a new look in CBC National News and up to two and a-quarter million accepted the offer nightly at 11:00 p.m. Extended to twenty minutes on weekdays, the National News gave more emphasis than formerly to filmed coverage and on-the-spot reports particularly of Canadian events, using reporters stationed in the major Canadian cities and with regular specialists in science, international affairs, Centennial, and so on.

As certain events occurred in Canada and abroad, the CBC News program, Newsmagazine, and the public affairs program, The Public Eye, combined periodically to study the event in depth. This close integration of research, writing and production resulted under the general title, This Week, in memorable programs on New Brunswick, inflation and other topics.

Public Affairs again offered programs at differing levels of analysis and using a variety of techniques: Sunday, continuing the Seven Days technique of mixing interviews with satire and entertainment, also broke ground with new interviewing techniques in "the bear pit" with the interviewee open to questions from the audience. The Public Eye integrated film and studio techniques to probe cause and effect in public life. Twenty Million Questions, produced in Ottawa, concentrated on national and international events as they affect federal politics.

In the afternoons, Take 30 offered instruction in French for mothers to keep up with children's homework, filmed insights into life in various countries in Europe and Africa, (the latter a major film series called The New Africans, produced in co-operation with UNESCO and UNICEF), along with regular news analysis and many other special features.

The Science Unit of the Public Affairs Department began its season with a spectacular series in color, Galapagos, using the flora and fauna of those fascinating islands to illustrate the basic themes in Darwin's evolutionary

writing, attracting very large audiences for this sort of program of up to nearly two million.

MUSIC AND VARIETY CENTENNIAL SPECIALS

Variety programs, often in color included many specials, some built around Canadian stars such as Juliette, Percy Faith, Wayne and Shuster, others with Centennial themes such as And Then we Wrote (featuring all Canadian written songs) and 100 Years Young. The new post-hockey show, In Person, was a showcase for Canadian talent while The Tommy Hunter Show widened its appeal from country and western music to become one of the most widely watched programs on the network with 3,200,000 viewers. Though not strictly a variety program, the very successful documentary series, Telescope '67, took a new direction in Centennial year with a delightful step back into the history of The Bad Men of B.C. including Dirty-faced Pete, Bloody Edwards and Wake-up Jake, recreated in song and story by Ian Tyson, this in addition to its portraits of Canadians such as Gratien Gélinas, John Drainie, and Karsh.

Music Canada offered some very fine musical programs: for instance, a concert by French-Canadian operatic singers, and the Beethoven Ninth by the Toronto Symphony under Mr. Seiji Ozawa. Festival also offered musical programs, among them the BBC documentary, The Golden Ring, with famous opera stars in rehearsal and Teresa Stratas, 1967. Music for a Sunday Afternoon included Glenn Gould and Isaac Stern among its guests.

RELIGIOUS BROADCASTING

Religious programs included outstanding programs during the great Christian Festivals, but it also put special emphasis on the church's role in the world. McClure in India, produced in color and with the co-operation of the United Church, showed the work of the great Canadian

missionary-surgeon, while the series Heritage discussed such social themes as The City Around Us, and All Play, No Work.

FARMS AND FISHERIES

The trend continued from rather specialist programs about farming to those of broad general interest. This Land of Ours dealt with Canada's natural resources, and Country Calendar reported on rural life. However, This Business of Farming was designed primarily for farmers dealing with such topics as Soils and Good Soil Management.

SPORTS

As always, N.H.L. hockey, now in color continued to draw huge audiences on all four CBC national networks. C.F.L. football, culminating in the Grey Cup, the Canadian Open Golf tournament, Championship Curling, the Queen's Plate and the first Canadian Winter Games suggest the wide range of the CBC sporting calendar.

YOUTH PROGRAMMING

Sports, religion, education, politics - the spectrum of life and thought, but all seen through the eyes of young people were discussed on Through the Eyes of Tomorrow, a very successful program.

Formal educational programs on Canadian School Telecasts included a look at federal, provincial and municipal politics; they showed some challenges to young Canadians (problems of conservation, of sprawling cities, of water, of the North, and so on); and they gave An Introduction to the Theatre which illustrated the origins and techniques of the main branches of the theatre, from classical ballet to slapstick comedy. Notable was the production of Julius Caesar.

TABLE 5: ENGLISH NETWORK TELEVISION - REPRESENTATIVE PROGRAMS

NEWS AND SPECIAL EVENTS

National News
 News Specials:
 Progressive Conservative Convention
 Year-End Review
 Kosygin press conference
 Quebec teachers' strike
 Newsmagazine:
 Crisis in China
 Russia - A Closer Look
 Project Apollo
 Jordan and Israel
 Germany - Can it Happen Again?
 The Bahamas
 Funeral of the Governor-General
 Centennial Flame-Lighting Ceremony/
 Inauguration of Confederation Train
 Dominion Day '66
 Remembrance Day Service

DOCUMENTARY/DISCUSSION/INTERVIEW

The Public Eye:
 The Carter Report
 Cost of drugs
 The Young Contenders
 The NDP
 Housing Crisis
 NATO
 This Week:
 New Brunswick
 U.S. Election campaign
 Inflation and Consumers
 Sunday
 Canada 100:
 Harvest of the Sea
 Out There the Land
 Camera Canada:
 The Promised Land
 Take Thirty:
 The Africans
 Swinging London
 Church and Family

Among Regional Contributions:

Twenty Million Questions (Ottawa):
 Take Sweden
 Murcanite Bank
 National Liberal Party Conference
 20/20:
 Bluenose II (Halifax)
 Year of the Ram (Vancouver)
 Beef and Greens (Winnipeg)
 Counterpoint (Montreal)
 Camera West (Vancouver)
 Viewpoint (Ottawa, Montreal, Halifax, Winnipeg, Edmonton, Vancouver)
 The Nation's Business (Ottawa)

INFORMATION AND EDUCATION

The Nature of Things:
 Galapagos
 This Land of Ours:
 The Last Frontier
 The Geese are Flying
 Country Calendar:
 The British Farmer and his Organization
 Canadian Drivers' Test
 Canadian History Test
 Couchiching Conference:
 Great Societies and Quiet Revolutions
 Winter Conference:
 Is NATO Obsolete?
 The Crisis Game
 China Teach-In
 Canadian School Telecasts:
 Julius Caesar
 Challenges to Canadians
 Three Levels of Government
 An Introduction to the Theatre
 Take Thirty:
 French for Mothers

Among Regional Contributions:

Extension:
 Revolution Plus Fifty (Ottawa)
 Life and the Land (Vancouver, Winnipeg, Halifax)
 To Have and to Hold (Edmonton)

RELIGION

McClure in India
 Principles of Union
 Heritage:
 Man-Made Man
 All Play, No Work
 Centennial Ecumenical Service

Among Regional Contributions:

A Service of Witness (Winnipeg)
 Hymn Sing (Winnipeg)
 Heritage:
 The City Around Us (Vancouver)
 Home Sweet Home (Winnipeg)
 Christmas/Easter Specials (Halifax, Vancouver, Winnipeg)

ARTS AND LETTERS

The Umbrella:
 Henry Moore
 Thirdstream music
 Pop art
 Underground Films
 Telescope:
 John Drainie
 Claude Saint-Denis
 Yousuf Karsh
 Gratien Gelinac
 A Sense of Place:
 Architecture
 Intertel:
 The Cultural Explosion
 Cine Club

Among Regional Contributions:

The Best of History (Montreal)
 Let's Talk Music (Montreal)

YOUTH

Through the Eyes of Tomorrow
 Butter-nut Square
 Friendly Giant
 The Mystery Maker
 Passport
 Paddle to the Sea (NFB)
 Santa Claus Parade

Among Regional Contributions:

Music Hop (Halifax, Montreal, Winnipeg, Vancouver, Toronto)
 Chez Helene (Montreal)
 Vacation Time (St. John's, Halifax, Montreal, Ottawa, Winnipeg, Edmonton, Vancouver)

GENERAL ENTERTAINMENT

100 Years Young
 Chansons
 Show of the Week:
 Juliette
 Wayne and Shuster
 Sing Happy
 The Tommy Hunter Show
 In Person
 Front Page Challenge
 Flashback
 Telescope:
 Badmen of B.C.
 The Cabot Trail
 Music Canada:
 The Thirties
 And Then We Wrote
 Percy Faith - Off the Record
 A World of Music
 Communicate

Among Regional Contributions:

Don Messer's Jubilee (Halifax)
 Chorus, Gentlemen! (Vancouver)
 Peggy Neville Show (Winnipeg)
 Expo Song Festival (Montreal)
 Sounds '66/Sounds '67 (St. John's, Halifax, Montreal, Ottawa, Winnipeg, Edmonton, Vancouver)

DILAMA

Wojeck
 Quentin Durgens, M.P.
 Festival:
 The Puppet Caravan
 Mary of Scotland
 Fifteen Miles of Broken Glass
 David Chapter III
 The Taming of the Shrew
 Variations
 Thomas's Elegy
 Miss Julie
 Yerma

MUSIC

Music Canada:
 A Gala Performance
 A Ceremony of Joy
 Festival:
 Teresa Stratas
 The Golden Ring (BBC)
 Glenn Gould: To Every Man his Own Bach
 Music for a Sunday-Afternoon:
 Isaac Stern in Recital
 Les Sylphides: Les Grands Ballets Canadiens
 Cavalleria Rusticana
 Glenn Gould and the Music of Beethoven

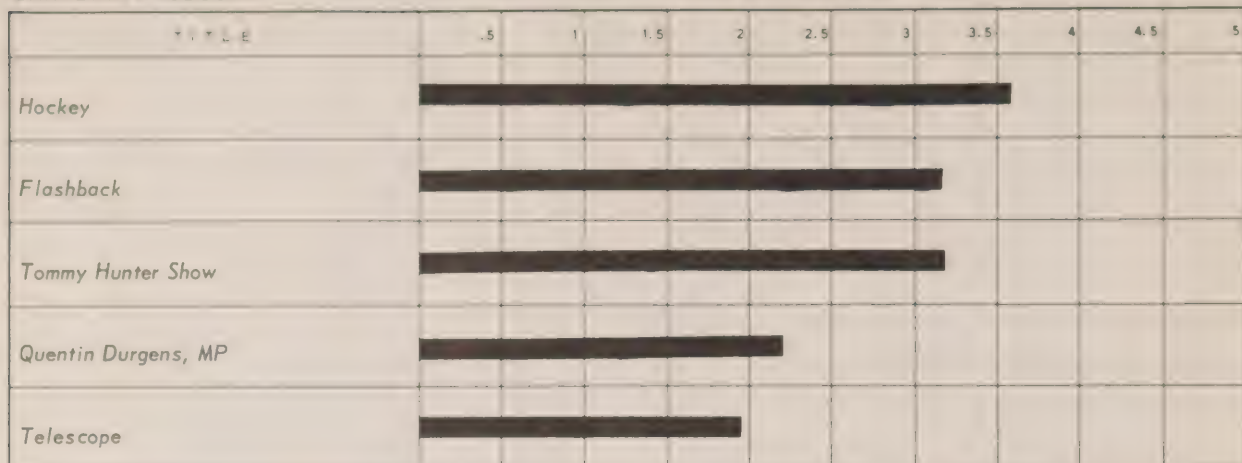
SPORTS

Hockey Night in Canada
 CFL Football/Grey Cup
 Canadian Open Golf Tournament
 Queen's Plate
 Championship Curling
 Quebec Winter Carnival
 Canadian Winter Games Ceremonies
 Clay-Folley boxing
 Scotch Cup Curling
 Olympiad
 Canadian International Ski Meet
 CBC Sports Presents: various

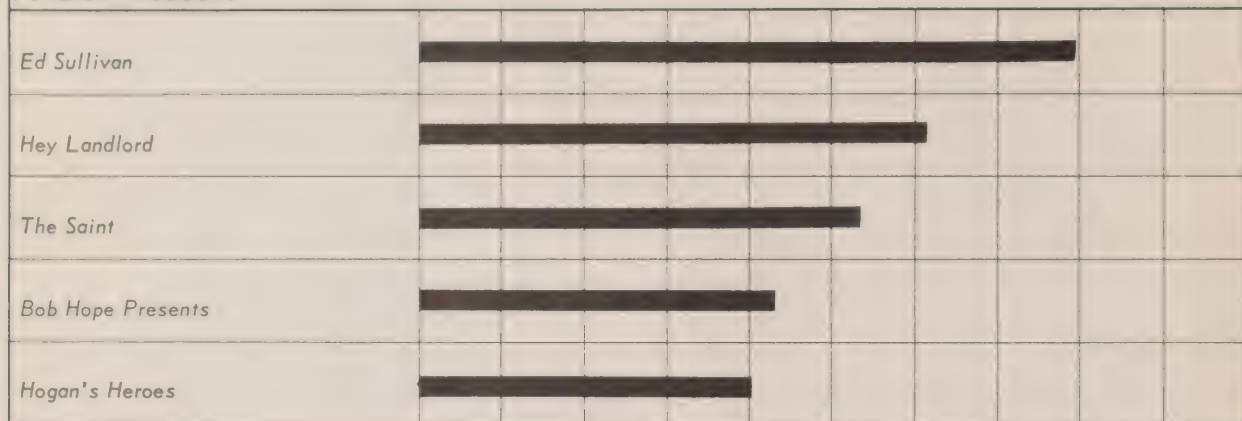
GRAPH 6: Audience Sizes * in Persons for some Representative Commercial Programs on English language network television, in January, 1967.

CANADIAN PRODUCED

AUDIENCE IN MILLIONS



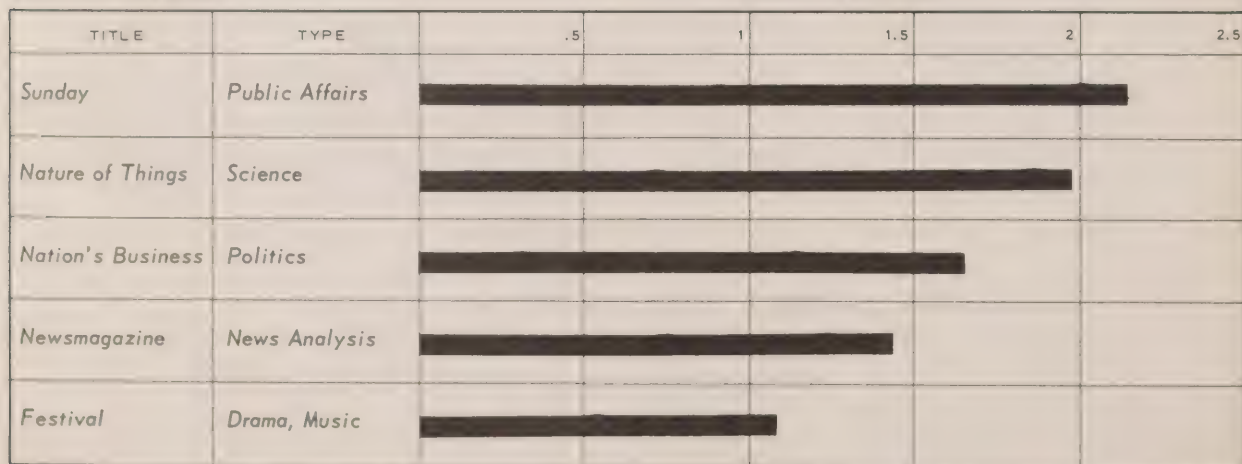
FOREIGN PRODUCED



GRAPH 7: Audiences Sizes * in Persons for some programs of Special Interest on English language network television, in January, 1967.

ENGLISH NETWORK

AUDIENCE IN MILLIONS



* Persons Viewing per average ¼ hour; from Nielsen, N.T.I., January, 1967.

TABLE 8: Analyses of Program Content of CBC -
Television Network in a Winter Week, 1967

<u>Category</u>	<u>English TV Network: Hours</u>	<u>French TV Network: Hours</u>
<u>Information and Orientation</u>		
News and Special Events	4:31	5:50
Documentary and discussion	7:12	10:15
Religious	-	2:00
Education: formal and informal	11:35	16:45
<u>Light Entertainment</u>		
Music and Dance	5:30	3:00
Drama, story, etc.	25:30	53:55
Variety, Quiz and Games	9:30	2:30
<u>Arts, Letters and Science</u>		
Music and Dance	1:00	0:55
Drama, Poem and Story	1:30	1:00
Criticism and Science	-	1:00
<u>Sports and Outdoors</u>	<u>6:00</u>	<u>8:05</u>
Total	<u>72:18</u>	<u>105:15</u>

Program categories are necessarily artificial and often overlap one another. Tables 7 and 8 should, therefore, be treated with considerable caution. Similarly, the breakdown between "network", "regional" and "local" programming is often very complex and the following points must be noted:

- 1) The English television network figures include programs carried on the CBC Limited Network i.e. a network comprising the CBC regional stations and their associated rebroadcasters but not the affiliates.
- 2) The French television network carries in the afternoon and late evening feature films which the individual English stations schedule locally. This accounts in the main for the considerably larger number of hours of "Drama and Story" on the French network.

TABLE 9: Origin of Programs in Hours on CBC
Television Networks -- Winter Week

	<u>English Network</u>	<u>French Network</u>
Canada	40:48	60:35
United States	29:00	15:40
Commonwealth	2:00	5:00
Foreign French-speaking	:30	15:20
Foreign Other	<u>-</u>	<u>8:40</u>
Total	<u>72:18</u>	<u>105:15</u>

NOTE: The greater number of hours on the French network than on the English is largely due to the French network carrying feature films in the afternoon and late evening, periods when feature films are shown locally on the English network stations. Most of the hours shown under "French-speaking" and "Other Foreign" on the French network are such films.

French Network Radio

The year demonstrated once again that radio and television, though possessing much surface resemblance, have each nevertheless developed quite distinctive characteristics.

PUBLIC PARTICIPATION

More than ever, CBC radio has tried to go out to meet the public who use it. The variety program, Radiovariété, Place aux femmes with music and interviews, the satire and music of Chez Miville, the concerts by l'Orchestre de Radio-Canada -- these and other very different programs have one important thing in common: the audience, an integral part of their production, gives them a quite distinctive warmth.

The CBC's physical presence, however, is less important than its ability to reflect in its programs the French Canadian milieu; the opening of the Montreal Metro, the French Canadian festival days, La Semaine du livre, Le Festival du disque, La Semaine du Français, Le Salon national de l'agriculture, and the preparations for Expo '67. Even the titles of programs are designed to show the involvement of radio in the events of the moment; Présent, for instance, the big daily actuality show.

THE RADIO STYLE

Recognizing its importance in French Canadian life, CBC radio has asked itself the best way to achieve its ends. With the change in listening habits from group listening to individual listening, on portables, and in automobiles, CBC program people have sought a style that is intimate, relaxed, spontaneous. Place aux femmes and Chez Miville are the prototype. Programs such as A la bonne heure and Feu à volonté have followed, giving light entertainment in a relaxed manner while the friendly presentation of Le Cabaret du soir qui penche is ideal for the age of the transistor.

THE CENTENNIAL

Radio has helped celebrate the Centennial both by special programming and by enriching regular programs. Among the specials receiving particular acclaim were l'Histoire...comme ils l'ont faite, a tribute to the great men of Canada, and Au jour le jour which parallels the events of 1967 with those of 1867. The documentary,

Comment les Canadiens communiquent-ils entre eux? showed the great importance of communications in a country as vast and sparsely populated as Canada.

Enriched programs included Place aux femmes, Récital international, and l'Orchestre de Radio-Canada, each in its own way contributing to the listeners' knowledge of some facet of Canadian life. These programs devoted to Centennial are, in fact, historical documents in sound carrying out the basic CBC mandate of showing the diversity and the excitement of this land.

FLEXIBILITY

The relative technical simplicity of radio enables it to make great use of regional production points (see Page 23). In news and current events this flexibility also enables the production of daily 90-minute actualities such as Présent, with national newscasts from outside Montreal including Toronto and Chicoutimi.

Reacting against the trend to disc, radio has returned to more live programs, not only actualities and documentaries, but also in music and light entertainment. A number of these programs are broadcast direct from the concert hall.

THE SPECTRUM OF PROGRAMMING

The concern with on-the-spot, intimate, and flexible programming has not eliminated more traditional modes. Radioromans have long been a part of French Canadian life and Marie Tellier, avocate (among other old friends) continues to have many thousands of followers. A new addition to the radioromans this year was Les Grands romans bringing to the listener some of the finest novelists in French literature.

Sur toutes les scènes du monde offered weekly dramas: L'Île des chèvres by Hugo Betti, Se Trouver by Luigi Pirandello and Monsieur Vernet by Jules Renard illustrate the range of plays.

Fémina, now in its 14th year, discussed different subjects of interest to women each day of the week: Monday, a revue of social and political events of the past few days; Tuesday,

physical and mental health with particular reference to children; Wednesday, beauty hints and keeping in trim; and so on.

Farms broadcasts include the regular Le Réveil rural while the home gardener enjoys Jardins plantureux, jardins fleuris.

Children's programs included Le Marchand de sable and Pipandor, while educational programs were for children and for university students, the latter including Cours universitaires with Le Théâtre français and Initiation à la philosophie.

The effort by radio to find a complementary role to television extends into sports and the French network has put special effort into sporting documentaries of a sort which television very seldom attempts. Two programs will serve to illustrate this: Sports défi asked sportsmen who practise particularly hazardous and demanding sports, such as mountain climbing, to explain what it is that attracts them; Du jeu et des hommes offered a fascinating analysis by well-known personalities of the role of sports in other civilizations and other times. The second side of radio sports is, of course, the broadcasting of sporting events and news about sports. Each day, four editions of Nouvelles du sport keep sportsmen up to date in their favorite sports, while the great events of the sporting world are usually covered live; for instance, the World Hockey Amateur Tournament Championship from Vienna. N.H.L. Hockey begun last year on Sunday night to complement the Saturday night television games, continues to attract a big audience.

In religious broadcasting, the ecumenical spirit inspired Prière pour toutes les confessions, Le Père Légault écoute uses telephone discussions of problems of interest with French-Canadians across Canada - these in addition to broadcast services.

Sociologically, programs such as Capital et travail, Femina, Faire sa vie, l'Homme et

le sol have studied, and in part shaped, the evolution of French Canada. La Semaine des arts, Des Livres et des hommes, and Chansons et chansonniers du Québec have played a similar role in French Canadian art, music and letters. Again, many programs concerned themselves with "the human condition": Un homme vous écoute, Ni ange, ni bête, De mémoire d'Homme, Faire sa vie, and Documents.

MUSICAL PROGRAMS

Music always plays a major part in radio and CBC radio offers exceptional value. Concert du mercredi, Récital international, l'Opéra du Métropolitain, l'Heure du Concerto, l'Orchestre de Chambre de Québec, and the Symphony orchestras of Toronto and Montreal played some of the world's finest music.

French Canadian singers and musicians are becoming more and more widely known through all of Canada, and indeed, in France and the French-speaking world. Many of them are heard on Deux villes, une musique, whose production alternates between Montreal and Quebec City, while Visite aux chansonniers takes listeners to the Boîte à chansons where the popular young chansonniers perform - just two of many variety programs.

J'ai tant dansé brings contemporary dance rhythms, Jazz de A à Z and Jazz en liberté draw many listeners. Radio-Transistor caters with popular music to a young and enthusiastic audience.

In all, the list of programs on AM and FM French radio is so rich, that these represent only some highlights. And if the close contacts being established between radio production and the public keep CBC radio out of any ivory tower, the quality of the programs, both in content and in presentation, remains as high as it ever was.

TABLE 10: FRENCH NETWORK RADIO - SOME REPRESENTATIVE PROGRAMS

NEWS AND SPECIAL EVENTS

Radiojournal
D'un océan à l'autre
les Elections provinciales du Québec
Congrès de la Fédération libérale du Québec
Ouverture du Métro
Funérailles du gouverneur général

les Joyeux Troubadours
Par monts et par vaux
Chansons de toujours
Jazz en liberté
Radio-transistor
Deux villes, une musique (Montréal, Québec)
Au temps du 78 (Chicoutimi)
A la bonne heure
Salut les copains (Toronto)

DOCUMENTARY/DISCUSSION/INTERVIEW

Présent
Commentaires
Capital et travail
Place publique
Ni ange, ni bête
Du jeu et des hommes
les Humains et leurs travers
De mémoire d'homme
Faire sa vie
Regards sur le Canada français
Un homme vous écoute
Image du Canada - Expo 67

QUIZ

Match interités (Moncton, Chicoutimi, Québec, Trois-Rivières, Ottawa, St. Boniface.)

EDUCATION

Cours universitaires:
Initiation à la philosophie
Théâtre français
Civilisation atlantique
Grammaire supérieure du français
Méthode géographique
Géographie économique
Radio scolaire
Faisons de la musique
Français parlé

ARTS AND LETTERS

Documents
Des livres et des hommes
Conférence
la Parole est d'or
la Semaine des arts
Panorama de la littérature canadienne-française
Chronique de l'entre-deux guerres

YOUTH

le Marchand de sable
Tante Lucille
Pipendor
Un Beau voyage au Canada

DRAMA

Sur toutes les scènes du monde:
Soudain, l'été dernier
Une maison, un jour
Impromptu de Paris
la Femme du boulanger
les Mouches
Andromaque
les Grands Romans
Les Visages de l'amour
Marie Teller, avocate
D'une certaine manière
Petit théâtre
Théâtre d'été

WOMEN

Fémina ou l'expérience des autres
l'Place aux femmes

RELIGION

Prière pour toutes les confessions
la Père Legault écoute
la Passerelle
l'Autre Rive
Recueillement

MUSIC

l'Orchestre symphonique de Radio-Canada
l'Orchestre symphonique de Montréal
l'Orchestre symphonique de Toronto
l'Orchestre symphonique de Québec
l'Orchestre symphonique de Winnipeg
l'Orchestre de chambre de Québec
Musique et musiciens du Canada
Intégrale
l'Assiette à musique
Initiation à la musique
Concert du mercredi
Récital International
Premiers Pas
Metropolitan Opera

SPORTS

le Hockey du dimanche
Nouvelles du sport
le Hockey avec René Lecavallier

AGRICULTURE

le Réveil rural
l'Homme et le sol
Jardins plantureux, jardins fleuris

OTHER

la Semaine du français
Emissions du centenaire
l'Histoire...comme ils l'ont faite
Au jour, le jour
401, Ontario-sud (Toronto)
Comment les Canadiens communiquent-ils entre eux
Premiers Jeux d'hiver canadiens

VARIETY

Radiovariétés
Chez Miville
le Cabaret du soir qui penche
Feu à volonté

English Network Radio

The English A.M. network this year moved towards consistent theme programming in the evenings (arts and letters on Tuesdays, regional contributions on Wednesdays, and music on Thursdays); it put special emphasis on news; it substantially increased drama; and it began a system of more effective balance with the FM schedule.

CENTENNIAL

The great flexibility of radio gave an impressive start to Centennial programs. Beginning at 7.00 a.m., Eastern standard time on December 31, 1966, at Wellington, New Zealand, Salute to Canada roamed through the 'world's time zones. Country after country greeted Canada as each began its new year. Salute to Canada finished at Apia, in Western Samoa, at 6.00 a.m. EST on January 1.

Live actualities from across Canada; edited coverage of major and minor events on Centennial Diary; Century, the story of Canada in the words of the great and the not-so-great; The Long Hundred, using music and drama and reporting techniques to reflect the Canadian experience; 1967 and All That, touring Canada for an often irreverent look at our celebrations; programs about and from Expo --- all these and many more programs on CBC radio marked our 100 years.

NEWS AND PUBLIC AFFAIRS

News headlines on the hour throughout the day, with periodic longer bulletins, plus the first regular weeknight half hour news program, The World at Six, all gave news on radio an extra impetus. The World at Six made extensive use of the CBC correspondents around the world.

The number and range of CBC public affairs programs are overwhelming. Teams of writers and producers portrayed towns across the country for the program, Soundings, starting with Prince Albert Saskatchewan, the seat of three Prime Ministers. Between Ourselves followed Newfoundland 'into Confederation, with Premier Joseph R. Smallwood telling the story. Project 67 described Berlin, first as capital of Nazi Germany and as it is today. Dr. Jean Vanier told of his work near Paris with the mentally retarded. The Trains, a documentary series, brought vividly to life the truism that Canada

lives by its railroads. The Best of Ideas studied theatrical and political style down through the years. Six one hour reports from the Couchiching Conference discussed Great Societies and Quiet Revolutions.

The Human Condition, a study of man's experience expressed in drama, music and documentary; The Meaning of Mythology; the International Teach-in on China; Is NATO Obsolete?; The Perceiving Self; the Massey lectures on The Moral Ambiguity of America; radio portraits of Senator Robert Kennedy, J.S. Woodsworth, Louis St. Laurent, Premier Daniel Johnson, Dag Hammarskjöld -- these were only a few of the offerings in news and public affairs on CBC radio.

VARIETY AND MUSIC

Throughout the year, CBC concert parties took music and comedy to Goose Bay, Labrador to entertain Canadian and U.S. Air Force personnel; to the Gaza Strip to entertain the U.N. troops of Canada and other nations; to various army bases in the Arctic; to Inuvik from where Max Ferguson, prior to the Grey Cup, hosted an hour long show on "the longest network in the world" (Inuvik across the Atlantic to Armed Forces' radio in Germany); and around the world in a special tour to Canadian armed forces units. And all these tours resulted in first class variety shows heard at home. The Gordie Tapp Show, whose star hosted most of the tours just mentioned, also toured many army camps here in Canada.

Canadian composers were saluted on Concerts from Two Worlds when the world premieres of three works were performed by the Toronto Symphony under Victor Feldbrill: George Fiala's Eulogy in Memory of John Fitzgerald Kennedy, Nameless Hour for Jazz Flugelhorn and Strings by Norman Symonds, and Piano Concerto by John Weinzwieg, the last two specially commissioned by the CBC. Two programs, Talent Festival and CBC Song Market also gave young musicians and composers a chance at national recognition.

Violinists from around the world, including Japan, the U.S.S.R., the United States and Canada, were heard on the International Violin Competition. The North American premiere of the Kurt Weill Das Berliner Requiem was con-

ducted by Otto Werner-Mueller. Turandot opened another season from the Metropolitan Opera House in New York's Lincoln Centre. Dr. Herman Scherchen conducted the Toronto Chamber Orchestra in Johann Sebastian Bach's Art of Fugue. Bartok: the man and his music presented a portrait, in words and music, of a controversial composer. The Language of Music, with the distinguished English musicologist and composer, Anthony Hopkins, helped familiarize listeners with the basic elements of musical composition. -- In all, a very successful musical year.

DRAMA

Among the dramas on CBC radio this year, 13 relatively unknown plays by usually very well known authors of the 20th century, selected by Toronto critic Nathan Cohen, stood out. Of a different type was Mystery Theatre, beginning with a seven-part adaptation of The Alien World of Aleph Null by science fiction writer Isaac Asimov. CBC Stage offered many fine works, notably The Voices of John Drainie in which the late Mr. Drainie was heard in some of his best-known roles: Stephen Leacock, The Investigator, Mr. Arcularis, and many others.

On Anthology Morley Callaghan, who was awarded a Canada Council medal for his ability to create "a peculiar sense of involvement in the reader", read many of his own short stories, while the recorded voice of the late Mr. Drainie continued to be heard on Stories with John Drainie.

FARMS AND FISHERIES

Regular broadcasts of interest to farmers continued but Country Magazine this year used the Centennial as a starting point for a series,

Fish, Fur, Forest and Farm, light-hearted but informative documentaries about these major Canadian industries. Again this year, a farming special came from the International Plowing Match at Seaforth, Ontario.

RELIGIOUS BROADCASTS

Easter broadcasts included a performance of The Seven Last Words of Jesus Christ on the Cross by Heinrich Schutz; a special Easter Sunday service from St. John's, Newfoundland; Bad Friday, a look at Easter through the eyes of youth; and a performance of George Whalley's play, The Resurrection.

Christian Frontiers again discussed religion as a vital force outside as well as inside the church, including a notable program entitled Post Mortem on God, a discussion of the so called "religion without God" theology. CBC religious department also broadcast on radio and television the visit of the Archbishop of Canterbury to Winnipeg and the ecumenical service there.

SPORTS

In The Sound of Sports, CBC radio offered a wide-ranging weekly magazine of international sports news, direct reports and features. Amateur and junior sports got special attention in Sports Beat for teen-agers. The Sunday night NHL hockey broadcasts continued, and special coverage was given of such events as the Canadian Curling Championships and the first Canadian Winter Games. CBC radio gave exclusive live coverage of the World Hockey Championships from Vienna. It made extensive preparations for next season's radio coverage of Centennial sporting events and the Pan-American Games.

TABLE 11: ENGLISH NETWORK RADIO - SOME REPRESENTATIVE PROGRAMS

NEWS AND SPECIAL EVENTS

The World at 6
 Sunday Morning Magazine
 From Our Own Correspondent
 News Specials:
 Report on China
 Kosygin press conference
 Commonwealth Prime Ministers' Conference
 U.S. State of the Union Address
 Funeral of the Governor-General
 The Somme - 50 Years After
 The World Salutes Canada
 Inauguration of Confederation Train
 The Delta on our Doorstep

DOCUMENTARY/DISCUSSION/INTERVIEW

Century
 The Long Hundred
 The Trains
 Centennial Diary
 Soundings:
 Canadian Towns, Then and Now
 Perceptually Handicapped Children
 Jean Vanier
 Project 67:
 J.S. Woodsworth
 Hungarians in Canada
 Robert Kennedy
 Berlin
 Donnybrook in York-Scarborough
 Ladies and Gentlemen, Mr. Brockington
 The World of J.B. McGeachy
 CBC Tuesday Night:
 Louis St. Laurent
 Return to Aberfan
 Venture:
 The Two Faces of Gordon Sinclair
 Cross-Country Check-Up:
 Equality of Woman
 The Office of Governor-General
 The Human Condition
 Andrew McNaughton - Canadian
 Matinee with Pat Patterson:
 Question? - Daniel Johnson
 Consumers' Council
 Adolf von Thadden
 Assignment
 Preview Commentary
 Agenda 66-67

Among Regional Contributions:

Between Ourselves:
 Father Joey - '49 (St. John's)
 Province on the Move (Halifax)
 Next Year Country (Regina)
 A Parting Glance (Winnipeg)
 B.C. Sound and Color (Vancouver)
 The End of an Era (Whitehorse)
 French Canadian Theatre (Montreal)
 Looking Through the Papers (Ottawa)
 The Nation's Business (Ottawa)
 CBC Tuesday Night:
 R. 101, the Great Grey Ghost (Vancouver)
 Indian Magazine (Northern Service)

COUNTRY AND REGIONAL

Country Magazine:
 Fish/Fur/Forest/Farm
 CBC Farm Broadcasts
 Massey Lectures:
 The Moral Ambiguity of America
 Couchiching Conference:
 Great Societies and Quiet Revolutions
 Winter Conference:
 Is NATO Obsolete?
 China Teach-In
 CBC School Broadcasts:
 The Story of Confederation
 CBC Stamp Corner
 Ideas:
 The Perceiving Self
 Some International Relations
 Political Style

RELIGION

Christian Frontiers:
 A Church without God
 The Great Change
 One Swann a-Singing
 Church of the Air
 Centennial Ecumenical Service

Among Regional Contributions:

Songs of Faith (Winnipeg)
 A Service of Witness (Winnipeg)
 Easter Day Service (St. John's)

ARTS AND LETTERS

Anthology:
 Morley Callaghan
 The Arts this Week
 Ideas:
 Studies in Theatre Style
 Canadian Poets
 Wells as Historian
 Mythology
 CBC Stage:
 The Many Voices of John Drainie
 CBC Tuesday Night:
 Bartok Microcosm
 Buchan Profile
 Profile of Mazo de la Roche
 Pratley at the Movies
 The Age of Elegance
 The Fourth Estate

YOUTH

The Action Set
 Saturday Beat
 Sports Beat
 Second Century Week
 Mennonite Children's Choir of Winnipeg
 Top Team
 Playroom

GENERAL ENTERTAINMENT

1967 and All That
 Max Ferguson Show
 Court of Opinions
 Now I Ask You
 Juliette Entertains
 Carl Tapscott Singers
 Gordie Tapp Show
 Canada Entertains:
 Canadian Forces Centennial Show
 Continental Rhapsody
 Hermit's Choice
 John Drainie Tells a Story
 Playback
 Music on the Heather
 Easter Parade of Stars
 CBC Song Market Competition

Among Regional Contributions

CBC Showcase (various regions)
 Over the Edge (Vancouver)
 The Swingers (various regions)
 Reg Gibson, Balladeer (Winnipeg)
 Reg Canadiana (various regions)
 Monique Levrat Entertains (Montreal)

DRAMA

CBC Stage:
 The Summoning of Everyman
 An Ordinary Saturday
 The Blood is Strong
 Summer Stage
 Cohen's Choice
 CBC Tuesday Night:
 Let Us Now Praise Famous Men
 Mystery Theatre
 International Theatre
 FM Theatre
Among Regional Contributions:
 Midweek Theatre (St. John's, Halifax, Montreal, Winnipeg, Vancouver)

MUSIC

We'll Das Berliner Requiem:
 North American Premiere
 International Violin Competition
 Symphony Hall: Toronto/Montreal Symphonies
 CBC Tuesday Night:
 Dieudonné of the Sorrows
 Zoltan Kodaly
 C'est-Pan-Tout
 CBC Talent Festival
 Music and Musicians in Canada
 Distinguished Artists
 Chorus in Concert
 CBC Celebrity Series: Centennial Concerts from Canadian Universities
 Concerts from Two Worlds:
 CBC-commissioned works
 National Youth Orchestra
 The Language of Music
 CBC Metronome
 Opera Time
 Metropolitan Opera

Among Regional Contributions:

Music Diary (Vancouver)
 CBC Winnipeg Orchestra
 CBC Vancouver Chamber Orchestra
 Halifax Symphony Orchestra

SPORTS

World Hockey Championships
 Grey Cup
 Canadian Winter Games
 NHL Hockey
 Canadian Invitational/Centennial Hockey Final
 Scotch Cup Curling
 Heavyweight Championship Boxing
 Canadian Curling Championships
 The Sound of Sports: various

TABLE 12 : Analyses of Program Content of CBC Radio Networks in a Winter Week, 1967.

Category	<u>English AM Networks</u>		<u>French AM</u>	<u>English FM</u>	<u>French</u>
	<u>Regional</u>	<u>National</u>	<u>National</u>	<u>National</u>	<u>FM Station</u>
<u>Information and Orientation</u>					
News and Special Events	4:56	11:37	10:26	6:44	3:21
Documentary and Discussion	3:10	19:29	11:26	10:52	-
Religious	-	:30	5:05	:30	-
Education: Formal & Informal	6:10	3:19	14:15	-	5:30
<u>Light Entertainment</u>					
Music and Dance	15:12	11:28	27:50	33:01	29:40
Drama, Story, etc.	:20	4:44	7:23	-	-
Variety, Quiz, Games	-	2:21	5:20	1:00	-
<u>Arts, Letters, Science</u>					
Music and Dance	4:29	14:24	21:36	41:13	45:15
Drama, Poem, Story	-	4:09	1:58	3:40	-
Criticism and Science	-	0:27	2:30	1:00	-
<u>Sports and Outdoors</u>	2:09	2:50	5:11	-	-
Total	36:26	75:18	113:00	98:00	83:46

Program categories are necessarily artificial and often overlap one another. Table 12 should, therefore, be treated with considerable caution. Similarly, the breakdown between "network", "regional" and "local" programming is often very complex and the following points must be noted :

- 1) The English AM radio network often splits into regional networks to carry similar type programming e.g. all regions may carry regional farms programs. The table gives figures for the national AM English radio network and, as a representative example, the mid-east Regional Network. Total of the two networks is comparable to the French AM network which does not split in a similar way.
- 2) There is as yet no French FM network, and the figures given here are for CBF-FM, Montreal. -- Apart from CBF-FM, no figures for purely local programs are included in the table.

Regional and Local Programming

CBC radio and television centres across the country serve their communities in many ways. They cover local events and problems in news and discussion programs; they offer a means of expression for local writers and actors and musicians; they bring in the national service; and they contribute to the networks, giving a national expression to local voices, and helping all Canadians to know more about one another and about their country.

The regions play a particularly important role in network radio. The English network for many years has carried many of its finest drama, documentary, actuality and musical shows from the regions: this year, for instance, the 8:00 - 10:00 p.m. Wednesday night period is devoted solely to regional programming under the title, Between Ourselves. With French language radio operations now at Chicoutimi, Moncton and Toronto, as well as Ottawa, Quebec City and Montreal, the French network is becoming much more responsive to the needs and interests of all French Canada. One program illustrating the extent of the French network is Match intercités which comes successively from Moncton, Chicoutimi, Quebec City, Trois-Rivières, Ottawa and Saint-Boniface. Again, 401 Ontario Sud and Salut les copains come from Toronto; Deux villes, une musique from Montreal and Quebec; and Au temps de 78 from Chicoutimi.

On television, too, the regional centres make important network contributions (see Table 11). In addition to their network contributions, however, the regions were busy this year producing a number of Centennial special series for exchange amongst themselves and with the French network next year: From the Mountains to the Sea in production in Vancouver; The Golden Triangle about Ottawa, Kingston and Cornwall from Ottawa; The Rum Runners from the Maritimes, were but three of them. Centennial programming will also provide a focus on the cities of Canada in A City Story, a seventeen half-hour series with a straightforward format designed to mirror the outstanding characteristics of each centre through the eyes of a local production team, steeped in the lore needed for an affectionate appraisal of their own home city.

Apart from network contributions, the nine English language TV stations carried between them some 336 hours of local programming. About 46% of this was general film entertainment; the remaining 182 hours were mainly

local productions covering all program types. Similarly, CBC French language stations in the two capital cities, CBOFT, Ottawa, and CBBT, Quebec City, produce a number of local programs.

Some years ago, CBC Vancouver experimented in the early evening with a pattern of entertainment, news, sports and local public affairs programs leading into the network schedule. The experiment proved most attractive to viewers and was applied next to Winnipeg, and last year to Toronto and Montreal, with similar success. The effect has been most satisfactory in helping the stations identify with the communities they serve.

REGIONAL COOPERATION

Among the large number of local productions each year on television, many are designed solely for the region that produces them; local public affairs programs, for instance, will not generally stand up elsewhere. Nevertheless, many locally produced programs have a wider appeal and are exchanged among the regions -- about 500 three years ago, 2300 last year, and some 3000 this year. This exchange system gives artists, writers and musicians exposure in areas other than their own. It also reduces the need to buy non-CBC film programs. Exchange programs are available to -- and many are sought by -- the affiliates, and indeed, to non-affiliated stations provided the local CBC station is not scheduling them.

Another form of regional co-operation concerned the most successful high school competition program, Reach for the Top, which next year will be produced in all the regions. Pairs of high schools in Vancouver, Ottawa, Toronto, Winnipeg, Edmonton and Montreal competed in a general knowledge contest and step by step went to the national championships, held this year in Winnipeg (next year at Expo). This year's winners, from Vincent Massey Collegiate Institute in Toronto, won \$2000 in scholarship prize money for their school while Grant Park Collegiate, Winnipeg, won second prize of \$1000 in scholarships.

By regional contributions to the networks, by regional exchange, and by news coverage, documentaries and actualities coming from across the country, the CBC radio and television facilities provide a powerful link between the regions of Canada.

CANADIAN LOCAL BROADCASTING SOME REPRESENTATIVE PROGRAMS

Atlantic Region

	TELEVISION	RADIO
ST. JOHN'S	All Around the Circle Reach for the Top Land and Sea Variety Stage High Hopes Open House Pillars of Faith University Forum Provincial Affairs Second Look Clubhouse 8 Divertimento Sports A-Go-Go	Musical Clock The Mayor Recalls CBC Weekly Of Ships and Men Newfoundland School Broadcast University Review Random Chapters Fisherman's Broadcast Invitation to Worship Extension Glee Club Newfoundland Log Hymns of Praise
CORNER BROOK	Chapel of the Air Woman's Page Tween Club Panorama Hobby Shop Recital In the Public Interest Curtain Call West Coast News Kiddies Corner	Church Service Saturday Showcase Invitation to Worship Hymns of Praise Local News and Sports Morning Commentary Memo Pad
GRAND FALLS		Municipal Report Generally Speaking Matters of Interest Inland Newsreel Newfoundland Radio Theatre Music in the Air School Glee Club Conversation and Music Country Style
GANDER		Sound of Music Harmony Four This is Our Community Out and About Be Our Guest Hymns of Praise
GOOSE BAY	Let's Talk About It Recreation Services Children's Playhouse At Your Service Clubs God and You	
<u>MARITIMES</u>		
HALIFAX	Gazette Fisherman's Log Country Calendar Interrogative 3 Sportsman's Almanac Hi Society Reach for the Top Nova Scotia School Telecasts Homebase Church Service CBC News	A.M. Chronicle Maritime Farm Broadcast Neighbourly News Opinion Maritime Magazine Jamboree Junction Country Capers Atlantic School Broadcasts The Motor Show Coastline Maritime Sportscast Tempo
SYDNEY		Cape Breton Chronicle Uncle Al & Jerry Cape Breton Billboard Jack & Dave's Place Al Foster Show CBI Presents Tops in Review Church broadcasts Evening Chronicle Pop Martin Show
FREDERICTON AND SAINT JOHN		Variety Magazine Legislature Report Music and the Arts Campus Beat Teachers College Review Farm Broadcast Concert Hour On Parade Playtime school broadcast Of Public Interest Market Basket

	TELEVISION	RADIO
MONCTON (French)		Point de vue l'Actualité régionale En bonne compagnie Mini-jazz Récital Chorales Acadtiennes Au jour le jour le Moulin à café la Chanson est là la grande Parade la bonne Disc
<u>QUEBEC</u>		
MONTREAL (English)	The New Generation Reach for the Top Calendar Seven on Six Quebec School Telecasts Shoestring Theatre Expo '67 Report Time for Sunday School Let's Talk Sports Tween Set Fine and Dandy Would You Believe?	Concert Time Plain Talk CBM Magazine Let's Consider Province in Print Marion McCormick Around Town Scouts-Guides Radio Magazine Sports Cavalcade Listening Post Music and Metaphor No Drums, No Bugles
MONTREAL (French)	Le Téléjournal Le Supplément régional	A la bonne heure Récital de Montréal Radiojournal Feuilleton littéraire Présent Peu à volonté Du pays de France (FM) Pages Importelles (FM) Université radiophonique Internationale (FM)
QUEBEC CITY (French)	Rond-point le Supplément régional les Nouvelles du sport l'Envers des hommes Récital Hebdo-sport	Bonjour Québec Bonjour les sportifs Chansonnettes le Matin d'aujourd'hui Au fil de la chanson Présent métropolitain Nouvelles locales Chronique sportive Retenez ces Noms Atelier '67
CHICOUTIMI (French)		Miroir d'Eve Présent Edition locale Occupons-nous de nos affaires Notre artiste invité Chronique sportive Petite histoire d'un grand royaume Au bois du rossignolet Marathon de nage du Saguenay Défilé de la St-Jean-Baptiste Traversée du Lac St-Jean Elections municipales
<u>ONTARIO</u>		
TORONTO (English)	T.B.A. Reach for the Top Country Calendar Night Metro Sports View Ontario School Telecasts M.E.T.A. School Telecasts Nightcap Sports A-Go-Go Ontario Liberal leadership convention Cousin Bill Luncheon Date	Adventure Theatre Bob Tales Farm Broadcasts Audio Morning Commentary At Ease with Elwood Glover Theatre Five (LPRTs) Let's Find Out Ontario School Broadcasts Metro at Mid-Day The Don Sims Show Safety Clinic Who's Herb Gott?
TORONTO (French)		D'Une fenêtre le Centenaire chez-nous Gens du Sud Peu à volonté Bonjour

TELEVISIONRADIOOTTAWA
(English)

Extension:
Revolution Plus Fifty
Living
News Pictorial
Centennial Billboard
Horizon '67
Reach for the Top
Some of the People
Jack in the Box
Scene Four
Sports Huddle
The Roaring Game
The Courriers Sing
At the Ex

Gallery Concerts
Adventures in Rhythm
The Song Pedlar
Ski Trails
Men Behind the News
The Public Pulse
The Third Eye
Centennial Microphone

OTTAWA
(French)

Sur le vif
Coup d'oeil
Sport about
Nouvelles locales
Dernière édition
Nouvelles sportives
Profil de chez-nous
Le Carnet du centenaire
A l'Expo

Concerts de la galerie nationale
Récital
Tous droits réservés
Présent
Tout feu tout femme
Sur des airs de mon pays
le Centenaire au micro

WINDSOR

Saturday News Magazine
Windsor Symphony Orchestra
Windsor at Work
On Campus
Opinions Please
If You Ask Me
All That Jazz
City Hall Reports
Call to Worship
Big As All Outdoors
Harmony Lane
Sun Parlour Gardener
Farm Broadcasts

PRAIRIESWINNIPEG

This Business of Farming
Opening of Provincial
Legislature
Life and the Land
Around Town
Manitoba School Telecasts
Provincial Affairs
Reach for the Top
Ramblin' Man
The View from Here
The View of a Few
Say When
By Invitation
Football Huddle ..

Neighbourly News
Prairie Gardener
Guesting with Mitch
Farm Broadcast
Prairie Choirs Compete
The Passing Show
Prairie Sports Final
Recital in Miniature
Prairie Chamber Music
Points West
Life and Literature
Manitoba Magazine
School Broadcasts
Music on Campus
Race and Rally

REGINA

Saskatchewan Radio Theatre
Varsity Profile
Scanning Saskatchewan
Saskatchewan Swings
The Passing Show
Saskatchewan Writers in Review
Summer School Concerts
School Broadcasts
Farm Broadcasts
Morning Comment
Saskatoon Symphony
Regina Symphony

TELEVISIONRADIOCALGARY

CBR Playhouse
Profile
Guest Appearance
High Noon
The Calgary Beat
The Passing Show
School Broadcast
Rural Route 1010
CBR Sports Parade
Anatomy of Music

EDMONTON

From the Sidelines
Keen Ice
On the Scene
To Have and to Hold
Mainly for Women
Dimension
Alberta Legislature opening
Mountbatten Special
The Machine
Our Land
Reach for the Top
Music in Miniature
School Telecasts
News specials:
national parks
Rainbow Lake oil
Klondike

Morning Devotions
Serenata
Friday Night Playhouse
Producers Choice
Invitation
School Broadcasts
Top of the Morning
Farm Broadcasts
Chronicle
Opera Highlights
Tempo

BRITISH COLUMBIAVANCOUVER

Seven O'Clock Show
Home Edition
Studio Pacific
On the Scene
SportsScene
Klahanie
Cuisine
Reach for the Top
Provincial Affairs
About Town

Saturday Evening
Critics at Large
Cross Currents
The Record Collector
Hidden Pages of the Air
Music in G
51st North
An Evening Concert
B.C. Gardener
Neighbourly News

PRINCE RUPERT

Rupert Calling
Message Period
Calls to Breakfast
Showtime
Music of Other Lands
Concert Encores

TABLE 14 : Hours of Local and Regional Programming on Nine English Language CBC Television Stations in a Normal Winter Week, by Station.

	<u>Hours</u>
St. John's	40:05
Cornerbrook	32:52
Halifax	40:37
Montreal (English)	42:41
Ottawa	31:28
Toronto	39:31
Winnipeg	33:35
Edmonton	39:35
Vancouver	<u>33:50</u>
Total	<u>336:14</u>

TABLE 15 : Hours of Local and Regional Programming on Nine English Language CBC Television Stations in a Winter Week, by Program Category.

Information and Orientation

News and Special Events	27:16
Community	6:34
Documentary and Discussion	11:30
Religious	3:00
Education : Formal and Informal	45:45

Light Entertainment

Quiz and Variety	14:30
Drama, Story, etc.	155:18

<u>Sports</u>	20:09
---------------	-------

Other

Youth	18:40
Women	21:07
Serious Music	4:10
French	8:15

Total	<u>336:14</u>
-------	---------------

TABLE 16 : Some Local Public Affairs Programs and Their Audiences in
Persons on CBC Stations, January, 1967.

<u>CBHT, Halifax:</u>	Gazette	87,400
	Interrogative 3	67,400
<u>CBMT, Montreal:</u>	Seven on Six	107,600
	The New Generation	79,400
<u>CBOT, Ottawa:</u>	Living	56,800
	Some of the People	62,300
<u>CBLT, Toronto:</u>	TBA	149,300
<u>CBWT, Winnipeg:</u>	The View of a Few	101,200
	The View From Here	101,400
<u>CBXT, Edmonton:</u>	Dimension	77,100
	On the Scene	74,400
<u>CBUT, Vancouver:</u>	Seven O'Clock Show	142,500

TABLE 17 : LIST OF CBC AWARDS - 1966-67

Ninth Vancouver International Film Festival :

Certificate of Participation -- "Tell Them the Streets are Dancing"
Certificate of Participation -- "The Gift"
Certificate of Participation -- "The Journey"
Certificate of Participation -- "The Mills of the Gods"
Certificate of Merit -- "The Mills of the Gods"

Twentieth International Edinburgh Film Festival :

Diploma of Merit -- "The Gift"

Tenth Annual San Francisco International Film Festival :

Participation -- Television Programs Competition : "The Mills of the Gods"

Twelfth Oberhausen West German International Short Film Festival :

Diploma -- "Summer in Mississippi"

Twelfth International Festival of Sports Films - 1966 :

Medaglia d'Argento -- "Torch to Tokyo"

Fifth Antwerp International Labour and Industrial Film Triennial :

The National Organizing Committee Award -- "Strike"

Third Prague International TV Festival :

Certificate of Participation -- "Un cri qui vient de loin"

Taipei ABU Prize :

ABU Prize -- "The View from Geneva"

George Polk Memorial Award for Outstanding Achievement :

"Mills of the Gods"

Sixth Monte Carlo International Television Festival :

CIDALC Award -- "Romeo and Juliet"

Thomas Alva Edison Awards :

Award for series "Animals and Man"

London International Film Festival :

Participation -- Television Programs Competition : "The Gift"

Canadian Film Awards/Palmarès du Film Canadien :

Award for Best Direction -- "The Gift" - Ron Kelly, Director

Film of the Year Award -- "The Mills of the Gods" - "for an outstanding and subtle portrayal of peoples and ideas in conflict."

TV Information Award -- "Bernard Shaw, Who the Devil was He?" - "A magnificent film - moving and vivid, capturing the greatness of Shaw, and the spirit of the times."

TV Entertainment Award -- "How to Break a Quarterhorse" - "for a sensitive treatment of a humanitarian theme in which the quality of direction and acting matched the excellence of the script."

Fourth Canadian International Festival of Films in Science :

Award : "The Galapagos : The New Beings"

Ohio Awards - 1966

Radio --

- a) "The Creative Writer : D.H. Lawrence" from "Best Ideas" series, produced by Janet Somerville, Toronto.
- b) "Living Through Music" - Schools - produced by Digby Peers, Toronto
- c) "Nature's Buried Treasures" - Schools - produced by Lola Thompson, Toronto
- d) "River of the Clouds" - produced by John Edwards, Vancouver

TV --

- a) "Concept of History" - Schools - produced by Herb Roland, Toronto
- b) "Cities and Their Challenges" - Schools - produced by Perry Rosemond, Toronto
- c) "Ideas for the Asking" - co-produced with Meta - Doug Davidson, Toronto
- d) "Pied Piper" - co-produced with B.C. Department of Education

Seventh Monte Carlo International Television Festival - 1967 :

Golden Nymph Award for best contribution to ideal of international peace -- "Wojeck: The Last Man in the World"

Brussels International Scientific & Technical Film Festival - 1967 :

Selected for showing : "The Galapagos : The Islands"

Death of the Governor-General

The death on March the fifth, 1967, of His Excellency, Georges P. Vanier, Governor-General of Canada, was one of the sad occasions of state that can test severely the mettle of those whose job it is to bring a special sense and feeling of community to a population as scattered as that of Canada. There can be no advance planning in detail. The need is suddenly there, and must be met. The arrangements can be very complex, and the nature of such an occasion makes it a particularly demanding one for the producers, the technical experts and the commentators.

The announcement of the death of the Governor-General set in motion all the intensive and detailed planning necessary to permit national broadcast coverage on both radio and television. Within a few hours the news service put on the air a special documentary, repeated on Sunday evening; news bulletins covered events in Ottawa and elsewhere; and arrangements were begun to cover the State funeral in Ottawa.

The technical complexities involved were great. Few branches of the service were not involved in some way: programs were cancelled or re-scheduled; line and technical facilities were organized; travel orders were set for both men and equipment; intensive research was carried on by writers and commentators; broadcast-

ing sites were chosen in the light of funeral arrangements, and all these and other elements had to be brought together into a functioning whole.

Technical crews were despatched to Ottawa from Halifax, Winnipeg, Toronto, Montreal and the International Broadcasting Centre at Expo. Television mobile units arrived in Ottawa from Toronto, Montreal, and Expo. On Wednesday morning, 20 color cameras were ready for complete coverage in Ottawa, and a Montreal crew was in Quebec City to make possible similar coverage from there on Thursday. In Ottawa alone, more than 150 staff members were actively engaged in the broadcasting operation.

As a result of this activity, all Canadians could take part in the service. The lying in state in the Senate Chamber, the cortège to the Basilica of Notre Dame and the service there, and the departure of the train carrying the body back home to Quebec were seen and heard across the nation. It is estimated that about 6,100,000 Canadians watched some part of the CBC English and French television broadcasts of the Ottawa service, in addition to the many more who heard it on radio. Then the sad farewell at a service in the Quebec City basilica where the body was laid temporarily next to the remains of former governors of New France.

TABLE 18: THE CBC INTERNATIONAL SERVICE PROGRAM SCHEDULE, SPRING, 1967.

ENGLISH - ANGLAIS			
TO		TIMES (GMT)	kHz
Africa, via BBC	Daily	0730-0800	17715 15390 11925
	Daily	0730-0800	9625 5990
Europe	Daily	0830-0930	9630 5970
	Daily	1215-1313	15365
South Pacific	Daily	11720	15365
	Daily	11720	9625
New (English-French)			
Africa	Daily	1516-1529	21595 17820
	Daily	1832-1914	21595 17820 15320
Europe	Daily	2115-2150	15320 11720 9630
	Daily	2300-2330	15190 11810 9625
Caribbean Area, USA, Latin America			
FRANÇAIS - FRENCH			
VERS		HEURES (GMT)	kHz
Afrique, via BBC	Quotidien	0800-0815	17715 15390 11925
	Quotidien	0800-0815	9625 5990
Europe	Quotidien	1316-1344	21595 15365
	Quotidien	11720	15365
Europe Antilles et USA	Quotidien	1516-1529	21595 17820
	Quotidien	1915-1958	21595 17820 15320
Afrique	Quotidien	2001-2044	15320 11720 9630
	Quotidien		
Informations (Anglais-Français)			
CESKY - CZECH - TCHÈQUE			
		Times Heures GMT	kHz
Daily	Quotidien	1445-1515	21595 17820 15365
	Denně	1715-1745	21595 17820 15365
DEUTSCH - GERMAN - ALLEMAND			
NACH		ZEIT GMT	kHz
Europa	Taglich	1745-1815	21595 17820 15365
ESPAÑOL - SPANISH - ESPAGNOL			
PARA		HORA (GMT)	kHz
Hispanoamérica	Diariamente	0000-0045	15190 11810 9625
		1900-1930 (HNE)	
MAGYAR - HUNGARIAN - HONGROIS			
		Times Heures GMT	kHz
Daily	Quotidien	1815-1830	21595 17820 15365
	Naponta	15390 kHz-15:49 m.	13305 kHz-13:52 m.
21595 kHz-13:59 m.			
11810 kHz-25:40 m.			
11720 kHz-25:50 m.			
9630 kHz-31:15 m.			
9625 kHz-31:17 m.			
PO POLSKU - POLISH - POLONAIS			
		Times Heures GMT	kHz
Daily	Quotidien	Codziennie	21595 17820 15365
		1530-1600	21595 17820 15365
1700-1715			
PORTUGUÊS - PORTUGUESE - PORTUGAIS			
PARA		HORA (GMT)	kHz
O Brasil	Diariamente	2330-0000	15190 11810 9625
		0000-0030 (hora de verão)	
ПО-РУССКИ RUSSIAN - Russe			
		Times Heures GMT	kHz
Daily	Quotidien	Ежедневно	21595 17820 15365
		16:00-17:45	21595 17820 15365
SLOVENSKY - SLOVAK - SLOVAQUE			
		Times Heures GMT	kHz
Daily	Quotidien	Denne	21595 17820 15365
		1615-1630	21595 17820 15365
ПО УКРАЇНСЬКОМУ - UKRAINIAN - UKRAINIEN			
		Times Heures GMT	kHz
Daily	Quotidien	Щоденно	21595 17820 15365
		1345-1415	21595 17820 15365
CANADIAN FORCES - TROUPES CANADIENNES			
		Times Heures GMT	kHz
English and French	Quotidien	Anglais et français	0657-0630 5955
		1100-1214	17820 15365
English and French	Quotidien	Anglais et français	1631-1659 21595 17820
		2045-2115	15320 11720 9630
NORTHERN CANADA - NORD CANADIEN			
		Times Heures GMT	kHz
English and French	Quotidien	Anglais et français	1100-1214 9625
		1516-1519	15365
English and French	Quotidien	Anglais et français	1631-1659 15365
		2200-2245	15190 11720 9625
English	Quotidien	Anglais	1100-1214 15190
English	Quotidien	Anglais	0230-0555 11720 9625
English and French	Quotidien	Anglais et français	0555-0630 11720 9625
English	Quotidien	Anglais	0630-0706 11720 9625
15320 kHz-19:58 m.			
15190 kHz-19:15 m.			
11925 kHz-25:16 m.			
5990 kHz-50:08 m.			
5970 kHz-50:25 m.			
5955 kHz-50:38 m.			
*Rebroadcast by 15190 on 2:47			

International Service

Centennial activities and Expo '67 gave International Service programs a special interest this year. The response in cards, letters, and reception reports received by the 11 language sections set a new record, 68,000 compared with last year's 61,000, with a steadily increasing number from Eastern Europe.

GENERAL PROGRAMMING

The 11 broadcast languages are English, French, Czech, Slovak, German, Hungarian, Polish, Portuguese, Spanish, Russian and Ukrainian. The Service broadcasts from 85 to 90 hours a week. In addition, English, French, German, Spanish and Portuguese transcriptions of music and spoken word went to broadcasting organizations in a number of countries. The Service inaugurated broadcasts to Africa in English and French via rented transmitting facilities in Great Britain.

Many of the broadcasts were features and news items about Centennial and interviews with Expo officials or reports on progress at the Expo site. Other than Centennial, the Service gave special coverage to such important events as the Canada-Commonwealth Caribbean Conference, the International Labor Organization Conference, and the visit of Soviet Vice-Premier Dmitri Polyansky.

The Service's television unit produced its first color film to be seen in more than 100 countries with narration in the appropriate language. Entitled Boom it shows the effect of Expo on Montreal.

CENTENNIAL PROJECTS

A number of special projects marked the Centennial Year. One began in 1963 with the first of a series of 52 half-hour programs on Canadian history, now available in printed form in Canada and abroad in four volumes.

Second project was the collaboration with RCA Victor Company in producing for commercial sale 17 discs featuring the work of 32 composers in the last 100 years. It is called Music and Musicians of Canada.

The Service held two worldwide competitions: one an essay contest on Man and his World, and the other for a design for a QSL or verification card. Among entries from more than 70 countries, the judges selected 13 major prize winners who will receive expense-paid trips for two to Expo '67.

SACKVILLE FACILITIES

For many years the International Service has used three 50-kilowatt short-wave transmitters at Sackville, New Brunswick. This old equipment, which dates from World War II, necessitates having some transmissions relayed by rented transmitters closer to the target areas. In 1966, first steps were taken to renovate and improve the transmitters with the beginning of the Sackville Development Project. The Corporation will eventually install seven 250-kilowatt transmitters to be operational in 1971 for use by International Service, and Northern and Armed Forces Services.

TABLE 19: NORTHERN SERVICE - SOME REPRESENTATIVE PROGRAMS

	RADIO		RADIO
REGIONAL	Points North Indian Magazine Northern Messenger Arctic Patrol About the North NWT Council Reports Speaking of Co-Ops Northern News & Weather	CHURCHILL	Community Billboard Thought for Today Audio Sportscope Children's Corner Spotlight Church Service Uqausi (Eskimo, messages) Inunut (Eskimo, features) Una Selda Ina (Cree, information) Point of Order Outdoor Life Eskimo Magazine (Eskimo, features)
WHITEHORSE (Yukon Network)	Thought for Today Morning Magazine Morning Comment Community Calendar Trail of '66 Stories with Mrs. Colyer Yukon Magazine News of the North You and Education Northern Jamboree Church Service Territorial Reports Indian Courier Indian requests program Yukon Sports Highlights	FROBISHER BAY	News in Eskimo Ullasiu (Eskimo, for women) Eastern Arctic News Rendez-Vous Eskimo Hour Home Free Half Pints Half Hour Bonjour Samedi (French, music) Eenoonat (Eskimo, folklore) Ikaluit Oquasi (Eskimo, features) Teterkat (Eskimo, messages) Kanook Tooknik Enootaagoonamagat (Eskimo, open-line discussion) Neejawootit (Eskimo, music)
YELLOWKNIFE (Mackenzie Network)	Audio Morning Comment Mackenzie Billboard Calling All Children Mackenzie News Mackenzie Partyline Sandra Sings Church Service Territorial Affairs Viewpoint Mackenzie Sports Reel Gather Round (Indian, features)	GOOSE BAY	Thought for Today Regional Roundup Rendez-Vous In and About Town Inuk (Eskimo, information) Mokami Mountaineer (Labrador dialect features) Miscellany Speaking of Sports Church Service
INUVIK	A Thought for Today Delta House Party It's Story Time with Mona Delta Roundup Delta News Church Broadcast Talent Caravan Koongaknaksia (Eskimo, information) Tukudh Kinjik (Indian, information) From the Hospitals Viewpoint		

Special Services

Northern Service

GENERAL PROGRAMMING

The Northern Service tries to meet the needs of the Northern public served only by radio with a balance and range of programs such as that heard on the national radio networks prior to television. This means enriching the normal national radio schedules with more comedy and other entertainment programs.

The Max Ferguson show is one of the most popular heard in the North. Its origination from station CHAK, Inuvik, on November 26 marked the station's official connection with the national networks. This tribute to the North also brought the North dramatically to listeners "outside". The broadcast, heard prior to the Grey Cup, was carried on what was probably the world's longest live network - from Inuvik on the Arctic Ocean to Baden-Sollingen on the edge of the Black Forest in Germany.

News, international, national, regional and local, is of first importance on the Northern Service. The connection of all northern stations except Frobisher Bay with the national networks and the northern shortwave broadcasts guarantees coverage of international and national events. News editors, appointed at Whitehorse in the Yukon, and Yellowknife in the Northwest Territories, prepare their regional and local news broadcasts for the Yukon and Mackenzie Networks from news gathered by local correspondents throughout their territories. And they contribute news about the north to the national networks "outside".

INDIAN AND ESKIMO LANGUAGE BROADCASTS

The Northern Service has been expanding its programs in the local Indian and Eskimo languages - news, discussions of public affairs, stories and legends, dramas and musical entertainment - as rapidly as competent staff to prepare and broadcast them became available.

At present, there are 44 half-hour programs weekly in the two major Eskimo dialects and seven half-hour programs weekly in Indian languages, in addition to news items and other program segments in these languages. This year, CFGB, Goose Bay, began a half-hour

broadcast in Eskimo, and CFFB, Frobisher Bay, a half-hour "open-line" program in Eskimo. The moderator, Mr. Simonee, was the first Eskimo to be elected to the Northwest Territories Council.

There were extensive broadcasts in Eskimo, Indian, English and French to acquaint the northern public with the recommendations of the Advisory Committee on Developing Government in the Northwest Territories.

Important events in the North covered by the Northern Service in local languages were the by-elections in the Northwest Territories' new electoral districts and the meeting of the Council of the Northwest Territories at Resolute in November.

INDIAN MAGAZINE

The Northern Service produces the only weekly radio program devoted to the interests of Indians throughout Canada. Its thirty minutes include reports from Indian communities on and off the reservation and Indian Friendship Centres in the cities. Indian Magazine is in English because of the multitude of Indian languages. This makes it of interest to non-Indians as well as Indians and in addition to the Northern Service stations and the northern shortwave service, it is carried by CBC stations at Windsor and Regina, the CBC's low power relay transmitters throughout Northern Ontario, and private stations at Campbellton, N.B., Duncan, B.C., Kamloops, B.C. and Thompson, Manitoba.

DELTA COMMUNITY PROJECT

In the Delta of the Mackenzie River, the Northern Service is co-operating with the Indian-Eskimo Association of Canada in a community development program by broadcasting talks and discussions by the people of the Delta, both Indians and Eskimos. They give their points of view on matters of interest and concern to them, employment, health, education, job opportunities, etc. The field workers for this project are members of the Company of Young Canadians who are equipped with tape recorders. It is hoped to establish a similar program in Yellowknife next year.

TV IN THE NORTH

After an experimental period with "frontier TV packages" at Yellowknife, N.W.T., Lynn Lake, Manitoba and Havre St-Pierre, P.Q., the CBC hopes to extend this service to other communities in the North.

PROGRAMS ABOUT THE NORTH ON NATIONAL NETWORKS

One of the CBC's centennial projects is a thirteen half-hour series filmed in color on the North to be broadcast in the fall of 1967.

Armed Forces Service

The CBC provides, through its Armed Forces Service, radio and television programs to the Department of National Defence for Canadian servicemen and their dependents in Europe, Cyprus, the Gaza Strip, Northern Canada and ships at sea. Recorded radio programs are supplied to broadcasting stations operated by the Services themselves in Europe, the Middle East, Northern Canada and ships at

sea. News is broadcast by shortwave to Europe and the Middle East as well as by military telephone to Europe.

Kinescope and filmed recordings of TV shows are provided to the Department for distribution to remote places where Canadian servicemen are based.

TABLE 20 : Countries which Bought or Exchanged CBC Radio and TV Programs for Local Broadcast :

Australia	Italy	Singapore
Austria	Japan	Spain
Belgium	Korea	Sweden
Brazil	Luxembourg	Switzerland
Eire	Monaco	Taipei
France	Netherlands	Turkey
Germany	New Zealand	Thailand
Great Britain	Poland	Union of South Africa
India	Portugal	United States

TABLE 21 : TV Programs Sold to or Exchanged with Other Countries for Local Broadcast.

ENGLISH

Duo
 Marine Arctic
 Land Arctic
 Wojeck - 10 episodes
 Sunday
 Dark Did Not Conquer
 The 700 Million
 The Gift
 Summer in Mississippi
 Friendly Giant - 143 episodes
 Mills of the Gods
 Misterogers - 100 episodes
 Document - LSD - CBS News
 The Open Grave
 The Silence Barrier
 Stan Leonard Golf - 26 episodes
 The View From Geneva

FRENCH

L'Art et son Secret - 13 episodes
 Barbier de Séville
 CF-RCK - 26 episodes
 Le Chandelier
 Champ Libre (Les Indiens)
 L'homme au parapluie
 Hymenée
 L'Indiscret
 Jeunesse Oblige
 Claude Léveillé
 Maliotenam
 Une Marche au Soleil
 Le Marin d'Athènes
 Roger Matton
 Miss Mabel
 Monsieur Lecoq - 35 episodes
 Pas d'amour
 Pleins Feux sur Pauline Julien
 Rue de l'Anse (L'orphelin)
 Ti-Jean Caribou
 Sérénade Estivale
 La Course en Canots
 Tour de Terre - 26 episodes
 Vatican II

CBC Programs Abroad

In addition to the International Service programs (see Page 32) which are designed specifically for consumption abroad, the CBC uses the domestically-produced programs for improving knowledge of Canada in other countries and for acquainting other peoples with her artists, actors and writers. Some of these programs are sold commercially - such sales last year brought some \$220,000 in revenue - while others are exchanged for productions which contribute greatly to the international flavour of the CBC networks. These exchanges are often made through international organizations to which the CBC belongs: la Communauté des Télévisions francophones, la communauté radio-phonique des programmes de langue française, the European Broadcasting Union, the Asian Broadcasting Union, the Commonwealth Broadcasting Conference, and Intertel.

CO-PRODUCTIONS

Both CBC networks are now moving into co-productions with other countries. This technique helps solve some of the economic problems of television production, and gives Canadian talent valuable exposure abroad. The French network, which faces particular difficulties in getting sufficient color programming other than dubbed American shows, has already begun co-production with broadcasting organizations in France, Belgium, Switzerland, Luxembourg and Monaco, in a color, 39-episode series, D'Iberville. It will be seen on the CBC French network and in Europe in the fall, and later on the CBC English network. Other French network co-productions will follow, using Canadian as well as European talent and with some episodes to be shot in Canada. Earlier co-productions with French-speaking countries have given Canadian artists European exposure, namely, Gilles Pelletier in Les compagnons de Jehu and Jacques Godin in L'île au trésor.

The CBC, along with Rediffusion Television of Britain, the Australian Broadcasting Commission, and National Educational Television of the United States, form Intertel. Each member organization produces programs on pre-discussed topics which are then exchanged. At a meeting in Sydney, Australia, this year it

was agreed that Canada would produce two programs next year, Cities of the Future and The Road to 2000, the latter examining industrial problems in developing countries. A program on the role of the ambassador in international diplomacy called The Ambassador, and two others, The Two Mozambiques, and The Future of Indonesia, will be produced by other members and shown in Canada. At this year's meeting it was also announced that Intertel would continue to study the use of satellites to give its programs a wider audience.

VISITS OF FOREIGN BROADCASTERS

Broadcasters from 30 different countries, 22 of them with major broadcasting systems were welcomed by the CBC to Canada, many of them preparing programs about Canada in its Centennial year, others discussing co-operative projects with the CBC.

The TV Variety-Music Committee of la Communauté des télévisions francophones held its annual meeting at the French network in Montreal in May. In September a delegation from the State Committee for Radio and Television of the USSR visited Canada for meetings on Expo broadcasting and for discussions with the CBC on co-operation between the two broadcasting organizations.

COMMONWEALTH CARIBBEAN-CANADA BROADCASTING

Following a proposal by the Canadian Prime Minister to the Commonwealth Caribbean-Canada Conference last June, the CBC, in co-operation with the governments concerned, began a study for a radio broadcasting network. The study included appropriate production and transmission facilities to serve the Caribbean Commonwealth countries.

The CBC appointed a team to co-ordinate details of the complex undertaking which includes the following countries: Antigua, Bahamas, Barbados, British Honduras, Dominica, Grenada, Guyana, Jamaica, Montserrat, St. Kitts-Nevis-Anguilla, St. Lucia, St. Vincent, and Trinidad and Tobago. As of March 31, the first phase of the study had been completed.

TABLE 22 : Program Salability

	DAYTIME From start of network service until 6 p.m.		EVENING From 6 p.m. until close of network service	
	English TV Network	French TV Network	English TV Network	French TV Network
1) Programs not available for sale	22%	21%	26%	30%
2) Programs available for sale but considered by the CBC as unsalable per se *	52%	57%	7%	23%
3) Programs available for sale and considered to be salable per se **	26%	22%	67%	47%
Percentage of sale of programs in Category 3 during this period	88%	45%	95%	33%

* Considered unsalable because of their content, their specialized audience appeal and/or their position in the network schedule.

** Considered salable having regard to their content, the breadth of their audience appeal and their position in the network schedule...but without regard to such factors as the commercial competition of other television stations, the audience appeal of alternative programs available to TV viewers in many areas, the difference in the geographical distribution of the population served by the English and French TV networks or the many variations that exist among Canadian manufacturers as to the distribution and allocation of their advertising budgets.

NOTE : The French network carries feature films in the afternoon and late evening whereas stations on the English network purchase and broadcast these films locally. Percentage comparisons between the two networks must always take this into account.

Commercial Activities

The CBC carries sponsored programs on its networks for three main reasons : to help defray public costs ; to get programs not otherwise available ; and to play its role in the economic life of Canada.

Advertisers in all but a few instances aim primarily at getting their message to as many people as possible at a minimum cost per thousand viewers. Most of the so-called "minority appeal" programs are in fact unsalable for this reason, or because they are in the field of news, public affairs, education, etc., which the CBC will not sell by policy, or because of their position in the schedule. About one-third of the programs on the English network from 6:00 p.m. onward cannot be sold for one of these reasons ; just over one-half on the French.

The statement of program salability (Table 22) is used solely for explanatory purposes in

this report : CBC Sales makes a keen effort to sell all programs that policy allows. Indeed, Centennial Year is bringing a small increase in the sale of "prestige programs".

The modest improvement in weekday afternoon sales of programs with an adult appeal reported last year has been followed by another and equally modest gain this year. Edge of Night, a half-hour afternoon program on the full English network, Monday through Friday, was sponsored while Femme d'aujourd'hui and Ciné Feuilleton found sponsors on the French television network.

A further overall decline in French network sales has caused concern, and the program changes discussed on Page 5, are in part designed to help correct this situation.

TABLE 23 : GROSS ADVERTISING REVENUE

	This Year	Last Year
English Television	26,279,031	23,612,495
French Television	6,659,668	7,532,403
English Radio	1,180,500	1,290,239
French Radio	1,033,815	1,127,679

TABLE 24:

Comparison of the Growth of Advertising
Revenues with the Gross National Product
(Millions of Dollars)

<u>Year</u>	<u>ADVERTISING REVENUE BROADCASTING INDUSTRY</u>			<u>GROSS ADVERTISING REVENUE</u>	<u>GROSS NATIONAL PRODUCT AT MARKET PRICES</u>
	<u>CBC^{xx}</u>	<u>Private</u>	<u>Total</u>	<u>All Media</u>	
1961	23	80	104	601	37,471
1962	23	93	115	632	40,575
1963	24	106	129	660	43,424
1964	24	121	146	701	47,403
1965	25	137	162	761 ^x	52,109
1966	26	155 ^x	181 ^x	821 ^x	57,781

x Data estimated

xx CBC revenues are by fiscal year; e.g., 1966-67 data are entered opposite 1966.

Source of Data: DBS, MacLean-Hunter Research Bureau, and CBC Statistics Department.

TABLE 25 : Television and Radio Households in Canada*
Estimates as of January 1, 1967

	<u>Number ('000)</u>	<u>Percent</u>
Total Households	5,156	100.0
With TV Sets	4,863	94.3
With Color Sets	103	2.0
With Radio Sets	4,978	96.5
With FM Sets	1,655	32.1

* Does not include Yukon or the Northwest Territories.

Source of Data:

CBC Statistics Department and BBM Bureau of Measurement.

By 1967, some 98.6% of all Canadians could receive CBC radio in some form, about 95.8% could get CBC television. Many of these people get partial CBC network radio and TV service through privately-owned affiliates, whose contribution to helping CBC carry out its mandate has been great. But there are still many Canadians who do not yet get radio or television service, and they want it as fast as possible.

One key to accelerated TV coverage in remote areas in the future is the Frontier TV Coverage Package consisting of a small transmitter, needing a minimal staff, and capable of broadcasting taped programs in four-hour segments. Those announced for Lynn Lake, Manitoba, Yellowknife, N.W.T., and Havre St-Pierre, P.Q., to start operations in 1967-68 will be experimental. There may be as many as 255 communities of 500 or more still not receiving adequate CBC television service in the appropriate language. A good number of these could be served by Frontier Coverage Packages if the experiments are successful.

Another experiment in the coverage extension program was announced this year. As no adequate AM frequencies are available for use in the Maniwaki area, the CBC will install a low-power FM transmitter at Maniwaki which will carry the French language AM service from Montreal. The ten-mile service radius includes 11,000 people of whom 96% speak French. The broadcasts require FM receivers and if enough are bought to warrant it, the possibility of extension to other locations will be discussed with the BBG. The use of FM rather than AM would provide not only an interference-free frequency but also a 10-15 mile service area, day and night; even were an AM frequency available, it would be restricted to one or two miles.

Up until now, Flin Flon and The Pas in Northern Manitoba, with a population of over 21,000 have been served by kinerecorded CBC network programs. This year it was announced that these stations would be connected to the live CBC network in 1969, with Thompson and Snow Lake to be added, bringing the population served up to 37,000. Network service will also be available early 1969 for Terrace B.C., where affiliate CFTK-TV plus ten rebroadcasting stations serve approximately 50,000 people.

COVERAGE BY SATELLITE

The costs of TV coverage will always be high due to Canadian geography. However, the technical feasibility of space satellite transmission opens up new possibilities. For six years the CBC has kept abreast of satellite developments and gained experience with their use in trans-Atlantic broadcasting, so much so that the 1965 Fowler Report noted: "It was a source of satisfaction to learn that CBC engineers are in the vanguard of those who are probing new forms of communication (including satellites) and making plans for their use."

At present these plans are limited to satellite-to-station transmission, and, providing costs are acceptable, would enable the CBC to replace surface transmission, at least for its national service. By this means, it will be technically possible to program the Frontier Coverage Stations from the network. Practical satellite-to-home transmission, enabling even isolated individuals in Canada's remote north to pick up a signal is believed to be still some time away.

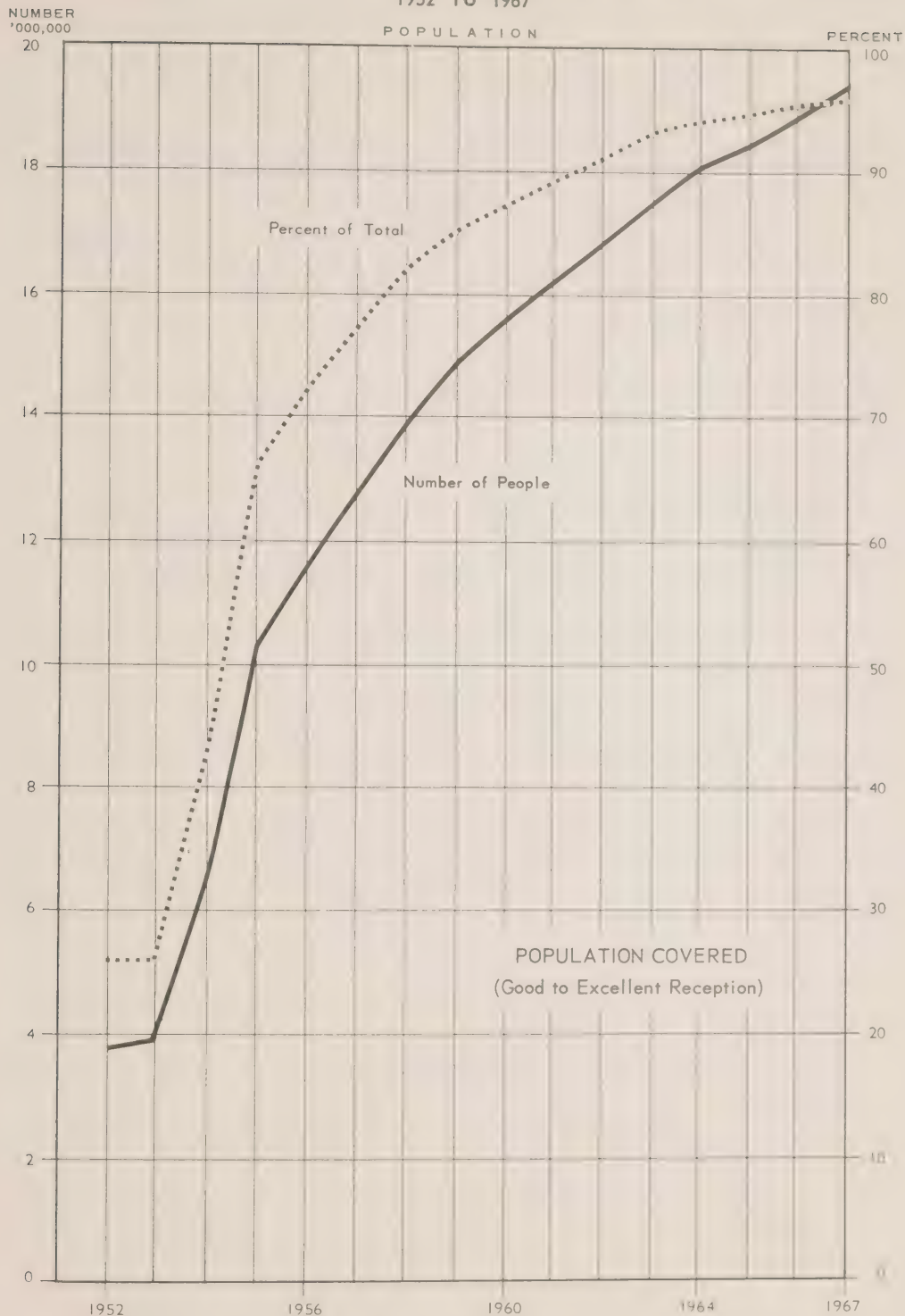
TABLE 26 : CBC Coverage in Canada
Radio and Television
English, French and Composite Networks
Estimates as of March 31, 1967

	<u>Total population</u> <u>able to speak English</u> <u>16,120,000</u>		<u>Total population</u> <u>able to speak French</u> <u>6,350,000</u>		<u>Total population</u> <u>20,250,000</u>	
	<u>English Network</u> <u>Coverage</u>		<u>French Network</u> <u>Coverage</u>		<u>Composite Networks</u> <u>Coverage</u>	
	<u>Number</u>	<u>Percent</u> <u>of total</u>	<u>Number</u>	<u>Percent</u> <u>of total</u>	<u>Number</u>	<u>Percent</u> <u>of total</u>
RADIO (AM)	15,820,000	98.1%	6,020,000	94.8%	19,970,000	98.6%
TELEVISION	15,180,000	94.2%	5,660,000	89.1%	19,400,000	95.8%

Note: The statistics are based on the service areas (radio..daytime service, television.. A & B service) of all CBC-owned and CBC-affiliated stations in operation or recommended for approval by the BBG prior to April 1, 1966.

GRAPH 27:

GROWTH OF CBC TELEVISION COVERAGE COMPOSITE FRENCH AND ENGLISH NETWORK 1952 TO 1967



The statistics are based on the A & B service areas of all CBC-owned and CBC-affiliated stations in operation or recommended for approval by the BBG prior to April 1, 1966.

TABLE 28 : Average Hours of Network Programs in a Winter Week Taken by an Affiliate (with minimum hours shown in parentheses).

	<u>Radio</u>		<u>Television</u>	
English	29:10	(24:30)	50:36	(41:18)
French	45:02	(26:00)	72:42	(41:40)

TABLE 29 : Communities* of 500 or More Not Receiving CBC Television at all or Not Receiving it in the Language of the Community.

English-speaking communities	175
French-speaking communities	<u>80</u>
Total	<u>255</u>

* "Community" in this context means a concentration of people sufficiently compact to permit it to be served by a single radio or TV station.

TABLE 30 : Communities* of 500 or More Not Receiving CBC Radio at all or Not in the Language of the Community.

English-speaking communities	80
French-speaking communities	<u>51</u>
Total	<u>131</u>

* "Community" in this context means a concentration of people sufficiently compact to be served by a single radio or TV station.

TABLE 31: Extension of Coverage this Year by CBC and Affiliates

FACILITIES		LOCATION	
Radio:			
Low Power Relay Transmitters --	CBC	Nova Scotia: New Brunswick: Quebec:	Sheet Harbour Minto La Tuque Chapais Chibougamau Gaspé
		Ontario:	Blind River Donfield Petawawa Britt Espanola Mindemoya
		Manitoba:	Lynn Lake Pukatawagan
		British Columbia:	Lac La Hache Chetwynd
		Northwest Territories:	Norman Wells Pine Point
Increases in Power	CBC	Quebec: Ontario:	Gaspé Marathon Sioux Lookout Coleman
		Alberta: British Columbia:	New Hazelton Vanderhoof
New Rebroadcasting Stations	Affiliates and Independent Groups Associated with affiliates	British Columbia:	Clinton Mt. Timothy
Television:			
New Network Relay or Rebroadcasting Stations --	CBC	Newfoundland: Ontario: Alberta:	Red Rocks Hearst Whitecourt Athabasca
		British Columbia:	Chilliwack Port Alberni
Increases in Power	CBC	Nova Scotia: Ontario:	Yarmouth Sudbury
New Station Rebroadcasters and Coverage Improvements	Affiliates and Independent Groups Associated with Affiliates	Quebec:	Mont Louis Causapscal Mont Georges Micoua Outardes
		Ontario:	Minden

FACILITIESLOCATIONTelevision: (Cont'd)

Saskatchewan:	Big River
Alberta:	Banff
	Coleman
	Bonneyville
British Columbia:	Blue River
	Boss Mountain
	Spences Bridge
	Skaha Lake
	Canoe
	Midway
	Mabel Lake
	Olalla
	Cawston
	Mount Parizeau
	Ocean Falls
	Houston
	Revelstoke
	Mica Creek

Note: Following application to the Board of Broadcast Governors, and opposed by the Corporation, station CHYM, Kitchener, Ont., was disaffiliated from the CBC AM radio network on the grounds that this station's service area was sufficiently covered by the CBC station, CBL, in Toronto.

Production Facilities and Techniques

The technology of broadcasting is constantly developing, bringing new techniques and equipment for more effective programming.

COLOR

This year brought color to Canadian television. Phase 1 of the CBC network's conversion included installation of color production facilities in Toronto and Montreal, as major network points; in Ottawa, to allow color coverage of events of great national importance; and at the International Broadcasting Centre at Expo '67. This phase also included conversion of network facilities to carry color, and of the main regional stations to transmit network and certain local film programs in color.

Conversion involved very great engineering and training problems including courses at the National Technical Training School at Engineering Headquarters in Montreal, training classes at regional points, and the installation of color cameras, telecines, VTR machines, and all the associated equipment without disrupting normal summer programming.

Later phases, which await government approval, provide for facilities at regional production centres to produce as well as carry color programs. The CBC feels this most desirable if the regional points are to make their full contribution to the national service, and to compete locally. The conversion of network relay and rebroadcasting stations is also involved.

INTERNATIONAL BROADCASTING CENTRE

By the Fall of 1966, the International Broadcasting Centre at Expo '67 was enclosed, by January 1 it was operational, and by March some 80 radio programs and 48 television programs or inserts had been produced through its facilities. Some 52 broadcasting organizations from 23 countries outside North America, plus major and educational networks in the United States, plus a number of Canadian organizations, had made plans to use the facilities.

The Centre has two color capable television studios, six small radio studios, and eight mobile radio and television units, for programs from anywhere on the Expo '67 site.

The Centre is primarily functional, but a general broadcasting display on the outer deck and in the corridors, plus guided tours through a glass walled catwalk overlooking the studios, control rooms and VTR rooms, will make an attractive visit for the public who want to see a program in production.

PROGRAMS ON FILM

Although it has produced a number of dramas on film in recent years (notably How To Break a Quarter Horse and the Education of Phyllis), this year the Corporation moved further into film production of dramas, both by using its own production units and in co-operation with the National Film Board and with private industry. Documentaries for Centennial, and also the needs of color broadcasting, gave an additional stimulus to film production.

Notable film success this year was the prize-winning series, Wojeck (see Page 9). Film has proved a stimulating challenge to some of the most important modern dramatists, and the rewards of film drama both for production people and audiences were proved once again with this series.

In addition to the filmed programs Wojeck and Hatch's Mill (the latter to be seen next year on the network), the Corporation entered a coproduction agreement with broadcasting organizations in France, Belgium, Switzerland, Luxembourg and Monaco for a filmed series D'Iberville to be shown in all six countries. The CBC also made a number of documentaries on film including Harvest of the Sea, The New Africans, and La Vie qui bat and showed others made for it by private companies, among them Vivre en ce pays and a series Eight Stories Inside Quebec. All of these were processed, in accordance with CBC policy, in private laboratories established in various cities across the country.

The CBC and the National Film Board began production on two of three planned feature productions in color: Waiting for Caroline and The Ernie Game. CBC will show both on its English TV network, and the NFB will release them for theatre showing around the world.

MONTREAL CONSOLIDATION

Excavation work began this year for the consolidated facilities of the French network, the local English language stations, and the International Service. At present CBC Montreal facilities are severely strained and scattered round many locations with some 55 to 60 hours of French television produced in the studios and another 20 hours a week of English TV programming. Consolidation will provide a much better service from its nine TV and 25 radio studios.

Total cost of the project, expected to be completed by 1971, will be 70 million dollars.

EQUIPMENT OBSOLESCENCE

A continuing problem for any broadcasting organization is the rate at which technical facilities become worn out, obsolescent, or inadequate. Replacement of these facilities is a major item in CBC budgets and manpower. Without it, program quality would very quickly slip.

TABLE 32 : Amount of Color Programs in Hours on CBC Networks each Week :

	<u>Total Air Time</u>	<u>Min - Max. Color Hours</u>	<u>Min - Max. %age</u>
English Network	72	29-34	40-47%
French Network (1)	103	18-48	17-46%

(1) The wide variation in French network color hours is due to inclusion of feature films on the network in the afternoons and late evening.

TABLE 33 : Amount in Hours of Local Color Programs, Predominantly Film, on CBC Television Stations each Week :

	<u>Minimum</u>	<u>Maximum</u>
St. John's	9 hours	21 hours
Halifax	6	23
Montreal (Eng)	5	13
Ottawa	6	12
Toronto	5	16
Winnipeg	5	15
Edmonton	6	17
Vancouver	4	15

TABLE 34 : Some Major Engineering and Technical Projects in 1966-67.

1. Conversion of English and French facilities to color, Phase 1. (For details, see Page 49.)
2. Completion of International Broadcasting Centre at Expo '67. (For details, see Page 49.)
3. Beginning of Consolidation of CBC radio and television facilities in Montreal. (For details, see Page 50.)
4. Development of Frontier TV Coverage Packages. (For details, see Page 43.)
5. Development of special mobile equipment to cover Centennial actualities. (For details, see Page 3.)
6. Completion of new television facilities for CBVT, in Quebec City.
7. Construction underway of new radio studios in Prince Rupert, B.C., and Fredericton, N.B.
8. Negotiations with private broadcasters completed in Ottawa and underway in Toronto and Halifax about the use of common transmitting towers for television and FM broadcasting.
9. More than 30 television transmitter projects due for completion in 1967.

TABLE 35 : Industrial and Talent Relations Contracts.

During the year, Industrial and Talent Relations concluded contractual negotiations with :

Building Service Employees International Union (BSEIU);

National Association of Broadcast Employees and Technicians (NABET); (I)

National Association of Broadcast Employees and Technicians - Watchmen ;(II)

Canadian Wire Service Guild/American Newspaper Guild (CWSG/ANG); (III)

Association of Canadian Radio and Television Artists (ACTRA)

- Radio and TV Writers ;

- Radio Performers ;

- Television Performers ;

L'Association des Réalisateurs (Radio);

L'Association des Réalisateurs (Télévision);

Other talent or industrial groups with existing agreements with the CBC :

Association of Radio and Television Employees of Canada (ARTEC)

Other talent or industrial groups with whom agreement has not been reached :

International Alliance of Theatrical Stage Employees (IATSE)

- (i) Settled in post-Conciliation Board sessions with the assistance of a Federal Department of Labour Mediator.
- (ii) Settled at the Conciliation Officer stage.
- (iii) Settled in direct negotiations following the Conciliation Officer stage.

POLICY ON BILINGUALISM

In March, the Corporation announced a policy to increase bilingualism in the CBC, a policy designed to meet the operational needs in providing and developing national broadcasting in English and French.

The policy called for bilingualism in appropriate supervisory and operating positions at those locations where the CBC broadcasts in both languages. It put special emphasis on bilingualism at Head Office which is responsible for corporate activities, regardless of language. The Corporation agreed in principle to reflect in remuneration bilingual competence in cases where it is a job requirement.

Implementation of the policy will be carried out over a period of time, making gradual changes in selection, promotion and training for personnel holding positions required to be bilingual. However the welfare of present employees will be given precedence over immediate implementation.

INDUSTRIAL RELATIONS

The number of collective agreements negotiated (see Chart 35) and a rash of applications to CLRB for certification or decertification by various unions increased activity in this area to a peak in 1966. The circumstances surrounding some of the negotiations, and certain proceedings with CLRB were unique in character, causing some unrest and disturbance amongst certain groups of employees.

A series of challenges to the certificate of the International Alliance of Theatrical Stage Employees by various groups interrupted negotiations and created considerable disturbances amongst staff. At the end of the calendar year, the agreement which had expired a year earlier still was not renewed and the whole question of representation for the group of employees involved was still before the CLRB. As an interim measure, Management granted a wage increase to employees in this bargaining unit and continued to honour the established working conditions for the welfare of the employees.

During the year, the Syndicat Général du Cinéma et de la Télévision (CNTU) sought recognition to represent part of this bargaining

unit as well as other groups of employees in Quebec. These representations also created unrest and instability amongst the employees affected and raised the question of fragmentation of national bargaining units, on which CLRB has yet to take a stand. By the end of the year, the issue was still before the CLRB.

NABET AGREEMENT

On October 1, 1966, the Corporation and the National Association of Broadcast Employees and Technicians reached agreement on salary and other issues after three days of almost constant negotiation with the help of a representative of the Department of Labour. The agreement, which averted an impending strike, gave an increase of 9 percent retroactive to January 1, 1966; 9 percent at January 1, 1967; and 4 1/2 percent on October 1, 1967, all cumulative.

At an earlier stage in the dispute, the CBC had accepted a Conciliation Board recommendation for an overall increase of 22 1/2 percent, commenting that it could not reject the Board's recommendation, but pointing out that its impact on the Corporation's wage structure would create serious financial problems.

As a result of this, and in conformity with the general trend, the Corporation was required to make other salary adjustments during the year, which later forced it to seek additional grants.

TRAINING

The Corporation began a program of courses in supervisory training for senior and middle management at regional operating points. This is the initial phase of a formal and systematic supervisory training scheme to be implemented gradually throughout the Corporation. Formal and systematic production skills training is also planned with initial emphasis placed at the two network operating centres, Toronto and Montreal, where appointments of responsible officers have been made and specific training programs are being drawn up.

MANPOWER ASSESSMENT RESEARCH COMMITTEE

This committee, formed under the auspices of the Manpower Consultative Service of the Department of Labour, and with representation

from the CBC and the National Association of Broadcast Employees, made a study of the technical side of broadcasting, present and future, to attempt to assess the effects of technological change on the individual employee. The Committee found it could make no suggestions to deal with technological change in general, but recommended a continuing committee to deal with specific problems as they arose.

THE SEVEN DAYS CONTROVERSY

A public controversy over the public affairs program, This Hour Has Seven Days, began on April 15 when Canadian newspapers incorrectly carried stories that the CBC was terminating the series. At a press conference, the President announced that the Corporation's plan was to bring the program back in the fall, but with a change in hosts. The controversy continued to grow as those involved disputed the decision concerning the hosts. At one point, the Toronto Producers' Association threatened withdrawal of the service of its members, maintaining the rights of the producers regarding consultation in program decisions had been disregarded.

Basic to the controversy was Management's judgment that the program, though lively and provocative, had come into conflict with Corporation policies and responsibilities in public affairs programming; had used journalistic methods which the Corporation could not permit; had exceeded the degree of authority the Corporation was prepared to grant programs of this nature; and had provided a continuing challenge to essential supervision, culminating in the unprecedented behavior of its principals in publicly disputing with the Corporation.

The matter was raised in the House of Commons and referred on April 19, 1966 to the Standing Committee on Broadcasting, Films and Assistance to the Arts. Hearings started on April 21 and occupied the Committee for thirty-two meetings in the period between April 21 and June 2, requiring the participation of eight Corporation officials.

The situation was studied in detail by the CBC Board of Directors, including a meeting at Halifax on April 20-23, when key staff involved in the controversy appeared before the Board. In a subsequent public statement, the Board said it had reviewed and confirmed the decision of Management. In the Board's view there had been departures from Corporation policy as well as matters involving the ethics and standards of broadcasting which were of special concern to the Board and to Management. The Board further observed there had been a problem of internal communications which would be corrected.

On May 27, 1966, the Board again reviewed the action taken respecting the two hosts of Seven Days. This was done as a result of a report on the controversy made by Mr. Stuart Keate of Vancouver at the request of the Prime Minister. It again noted that reasons for the action taken by CBC Management on the question of program hosts were cogent.

By the end of June the controversy had diminished considerably. The Corporation reiterated its desire to reschedule Seven Days in the fall of 1966 with different hosts, but this proved impractical because of the loss of key personnel. Seven Days was then replaced by Sunday, another hour-long program under Public Affairs supervision.

Financial Report

OPERATIONS

Expense

Total expense for the year of \$154,241,000, including \$2,203,000 interest on loans to finance the acquisition of capital assets, increased by \$20,794,000, or 15%, over that of the preceding year. Repayment of principal on loans is not included in expense but is applied separately against the parliamentary grant.

Expenses for 1966/67 were higher than usual in relation to the past year due to centennial programming, color television, salary increases resulting from re-negotiated union agreements, and a general increase in wage and price levels. These factors also created a demand for an increase in working capital which was used to produce the more expensive programs to be telecast during the centennial year. These special programs account for the higher value of programs as shown on the Balance Sheet at March 31, 1967.

Radio Service

The cost of programs, distribution and transmission of the radio service was \$24,921,000 compared to \$21,893,000 for the previous year.

Extensions and improvements in the radio service included the commencement of operation of sixteen low power relay transmitters. In addition, and with reference to the explanatory notes on the table of Significant Statistics, it included:

- increase of 1.7% in station hours on air from 196,078 to 199,416.
- increase of 10.8% in hours of network and local programs from 66,912 to 74,123.
- extension of the networks by 1,100 miles to a total of 22,121.

Television Service

The cost of programs, distribution and transmission of the television service was

\$91,136,000 compared to \$80,810,000 for the previous year. Extensions and improvements in the television service included the commencement of operation of six rebroadcasting stations. In addition, and with reference to the explanatory notes on the table of Significant Statistics, it included:

- increase of 5.5% in station hours on air from 68,063 to 71,798.
- increase of 3.1% in hours of network and local programs from 25,107 to 25,897.
- extension of the networks by 1,249 miles to 10,120.
- introduction of telecasting in color of an average of 27 hours weekly on the English network and 21 hours weekly on the French network.

Interest on Loans

Interest paid on loans was \$2,203,000 compared to interest of \$1,009,000 paid the previous year. Interest rates on the individual loans vary from 5 1/4% to 6%.

Income

The gross advertising revenue of \$35,153,000 showed an increase of \$1,590,000, or 4.7%, over last year. Revenue of the television service was \$32,939,000 and of the radio service \$2,214,000. Combined, these revenues equalled 23.9% of the Corporation's expense, excluding depreciation, as compared to 26% in 1965/66.

Parliamentary Grant

The grant voted by Parliament to discharge the responsibilities of the national broadcasting service was \$112,443,000. The net operating requirements, exclusive of depreciation, of \$111,032,000 together with the sum of \$1,371,000 required for repayment of Canada loans, resulted in an unexpended balance of \$40,000 to be refunded to the Receiver General of Canada.

FINANCIAL POSITION

Working Capital

During the year the working capital of the Corporation was increased by parliamentary appropriation from \$9,000,000 to \$15,000,000.

Investments

There was no change in the investment in Canada bonds. These bonds bear interest at the rate of 2 3/4% and mature on June 15, 1968. They are shown at cost on the Balance Sheet and the market price at March 31, 1967 was \$981,500.

Programs, and Film and Script Rights

These assets show an increase of \$7,564,000, or 105%, over last year. The production and acquisition of special programs, many in color, to be telecast during the centennial celebration of Confederation has resulted in these unusually high values of programs at March 31, 1967.

Capital Assets

Capital assets increased by \$28,078,000. Conversion to color television accounted for 38.5% of the increase and extensions to service for another 13.5%. Other major expenditures included equipment for centennial programming and the erection of the International Broadcasting Centre in Montreal to permit the Corporation to provide broadcasting services to the participating countries at the Canadian Universal and International Exhibition.

EQUITY OF CANADA

The equity of Canada in the Corporation at March 31, 1967 was \$92,133,000. This consisted of Canada loans to finance the acquisition of capital assets, \$55,715,000, the book value

of capital assets not encumbered by loans, \$21,276,000, and the balance as working capital.

This year the Corporation borrowed \$30,381,000 from Canada to finance the acquisition of capital assets. Funds to finance the repayment of Canada loans, - \$1,371,000 for the current year, - were provided in the parliamentary grant required to discharge the responsibilities of the national broadcasting service.

INTERNATIONAL BROADCASTING SERVICE

The Corporation operates the International Broadcasting Service on behalf of Canada, and all maintenance and operational costs are borne by Canada. In accordance with the provisions of Order in Council P.C. 156/8855, dated November 17, 1943, the Corporation carries on its books, and shows on its Balance Sheet as a separate item, the total cost of the Crown's property together with a like sum as a liability to Canada.

Gross expenditures of the International Broadcasting Service during the year, totalling \$3,308,000 show an increase of \$487,000 or 17% over the previous year's gross expenditures of \$2,821,000. From this is deducted revenue of \$468,000 paid by the Corporation to the International Broadcasting Service for occupancy of the Radio Canada Building in Montreal and for use of the shortwave transmitter facilities by the Northern Radio Service. The net expenditures of \$2,840,000 represent an increase of \$446,000 or 18.6% over the previous year which amounted to \$2,394,000.

AUDIT

In accordance with Section 34 of the Broadcasting Act, the accounts and financial statements of the Corporation are examined by the Auditor General of Canada and his report, in compliance with the requirements of Section 87(3) of the Financial Administration Act, accompanies this report.

AUDITOR GENERAL OF CANADA

Ottawa, May 29, 1967.

The Honourable Judy LaMarsh,
Secretary of State,
Ottawa.

Madam,

I have examined the accounts and financial statements of the Canadian Broadcasting Corporation for the year ended March 31, 1967.

Section 22 of the Broadcasting Act provides for the appointment of the President, Vice-President and other directors of the Corporation by the Governor in Council and section 25 provides for the salaries of the President and Vice-President to be fixed by the Governor in Council. The salary of the Vice-President was fixed by the Governor in Council at \$25,000 per annum. At a meeting held in December 1966 the Board of Directors passed a resolution that the Vice-President, whose term of office expired on January 25, 1967, be granted a retiring allowance equivalent to one year's salary (\$25,000). In my opinion, this resolution was not within the competence of the directors of the Corporation and payment of the retiring allowance purported to be granted thereby was not within the powers of the Corporation under the Broadcasting Act.

The Corporation has not included in the amount of \$81,300 shown for the remuneration of directors in Note 3 to the financial statements this additional remuneration of \$25,000 paid to the Vice-President. In my opinion, the amount so disclosed is understated to this extent.

In compliance with the requirements of section 87 of the Financial Administration Act, I report that, in my opinion, subject to the foregoing observations:

- (a) proper books of account have been kept by the Corporation;
- (b) the financial statements of the Corporation
 - (i) were prepared on a basis consistent with that of the preceding year and are in agreement with the books of account,
 - (ii) in the case of the balance sheet, give a true and fair view of the state of the Corporation's affairs as at the end of the financial year, and
 - (iii) in the case of the statement of operations, give a true and fair view of the operations of the Corporation for the financial year; and
- (c) the transactions of the Corporation that have come under my notice have been within the powers of the Corporation under the Financial Administration Act and any other Act applicable to the Corporation.

Yours faithfully,



A.M. Henderson
Auditor General of Canada.

BALANCE SHEET

as at March 31, 1967

Assets	1967	1966
Current assets :		
Cash	\$ 6,524,603	\$ 6,051,827
Accounts receivable	4,894,969	4,841,255
Due from Canada in respect of expenditures incurred on behalf of International Broadcasting Service	252,497	302,821
Investment in Canada bonds at cost (Market value \$981,500)	963,333	963,333
Engineering and production supplies, at cost	2,582,063	2,026,745
Programs completed and in process of production	10,789,786	4,878,012
Film and script rights	3,974,115	2,321,543
Prepaid rent, insurance and other items	<u>465,952</u>	<u>207,743</u>
Total current assets	30,447,318	<u>21,593,279</u>
International Broadcasting Service facilities, at cost (contra)	6,407,417	<u>6,342,823</u>
Capital assets, at cost: (Note 1)		
Land and buildings	\$ 44,369,730	38,494,213
Technical equipment	72,371,280	51,054,094
Furnishings and equipment	4,787,961	4,407,854
Other	<u>1,494,651</u>	<u>989,943</u>
	123,023,622	94,946,104
Less: accumulated depreciation	<u>46,033,122</u>	<u>40,574,533</u>
	<u>76,990,500</u>	<u>54,371,571</u>
	<u>113,845,235</u>	<u>82,307,673</u>

Certified correct:

V.F. DAVIES, Vice-President, Finance

Approved on behalf of the Corporation:

J.A. OUMET, President

J.G. PRENTICE, Director

Liabilities	<u>1967</u>	<u>1966</u>
Current liabilities :		
Accounts payable and accrued liabilities	\$ 15,264,800	\$ 12,369,006
Due to Canada - refundable balance of grant in respect of the net operating amount required to discharge the responsibilities of the national broadcasting service	<u>40,135</u>	<u>181,366</u>
Total current liabilities	15,304,935	<u>12,550,372</u>
International Broadcasting Service facilities provided by Canada (contra)	6,407,417	<u>6,342,823</u>
Equity of Canada :		
Loans to finance the acquisition of capital assets, repayable in 1968 - 87 at interest varying from 5 1/4% to 6%	\$ 55,714,742	26,704,500
Proprietor's Equity Account, per statement attached	<u>36,418,141</u>	<u>36,709,978</u>
	<u>92,132,883</u>	<u>63,414,478</u>
	<u>113,845,235</u>	<u>82,307,673</u>

The accompanying notes are an integral part of the financial statements.

I have examined the above Balance Sheet and the related Statement of Operations and have reported thereon under date of May 29, 1967 to the Secretary of State,
A.M. HENDERSON,
Auditor General of Canada.

STATEMENT OF OPERATIONS

for the year ended March 31, 1967

Expense	1967	1966
Cost of production and distribution : (Note 2)		
Programs	\$ 98,001,881	\$ 85,656,953
Network distribution	12,149,163	11,536,284
Station transmission	5,906,199	5,509,995
Payments to private stations	5,010,405	4,590,870
Commissions to agencies and networks	<u>4,143,701</u>	<u>3,944,840</u>
	125,211,349	111,238,942
Emergency broadcasting	931,238	887,043
Radio and Television broadcasting services at Canadian Universal and International Exhibition, Montreal, 1967	2,690,355	301,245
Operational supervision and services :		
Programs	\$ 4,899,849	4,044,035
Administration	5,501,765	4,645,489
General	<u>2,660,139</u>	<u>2,185,755</u>
	13,061,753	10,875,279
Total cost of production and distribution	141,894,695	<u>123,302,509</u>
Selling and general administration :		
Selling expense	2,416,259	2,125,359
Engineering and development	1,308,541	1,104,872
Management and central services	<u>6,418,146</u>	<u>5,904,756</u>
	10,142,946	9,134,987
Interest on loans to finance the acquisition of capital assets	<u>2,202,958</u>	<u>1,009,323</u>
Total expense	154,240,599	<u>133,446,819</u>
Income		
Advertising revenue-gross (Note 2)	35,153,014	33,562,816
Interest on investments	498,844	357,006
Miscellaneous	<u>544,152</u>	<u>438,211</u>
	36,196,010	34,358,033
Net cost of operations	<u>118,044,589</u>	<u>99,088,786</u>

The accompanying notes are an integral part
of the financial statements.

**STATEMENT OF SOURCE OF FUNDS
TO DISCHARGE NET COST OF OPERATIONS**

for the year ended March 31, 1967

Parliamentary grant in respect of the net operating amount required to discharge the responsibilities of the national broadcasting service: Appropriation Acts No. 9, 1966, and No. 2, 1967	\$112,443,000	
Less: Amount required for repayment of loans by Canada	<u>1,370,850</u>	\$111,072,150
Deduct Amount to be refunded		<u>40,135</u>
Net funds received for operating requirements		111,032,015
Add Depreciation, included as an operating cost, not recoverable from the parliamentary grant		<u>7,012,574</u>
Net cost of operations, per Statement of Operations		<u>118,044,589</u>

STATEMENT OF PROPRIETOR'S EQUITY ACCOUNT

for the year ended March 31, 1967

Balance as at April 1, 1966		\$ 36,709,978
Add Advance provided for the purpose of increasing Working Capital Appropriation Act No. 9, 1966	6,000,000	
Amount included for repayment of loans by Canada in parliamentary grant in respect of the net operating amount required to discharge the responsibilities of the national broadcasting service.	<u>1,370,850</u>	<u>7,370,850</u> 44,080,828
Deduct Depreciation, included as an operating cost, not recoverable from the parliamentary grant. Net loss on disposal of capital assets	\$ 7,012,574 <u>650,113</u>	<u>7,662,687</u>
Balance as at March 31, 1967		<u>36,418,141</u>

NOTES TO FINANCIAL STATEMENTS

1) Capital Assets

Capital assets in the amount of \$123,023,622, include the sum of \$13,331,000, expended during the last eight years in connection with the planned consolidation of facilities in Toronto, Montreal, Winnipeg, Vancouver, Halifax and Ottawa. The present estimate of the future cost of consolidation of facilities for the Corporation is \$162,058,000, of which, subject to the provision of funds by Parliament for the purpose, approximately \$5,576,000, will be expended during the year ending March 31, 1968, and \$156,482,000, during subsequent years.

2) Production and Distribution of Programs

Costs relative to programs available for advertising and advertising revenue earned thereon, are as follows :

	<u>1966-1967</u>	<u>1965-1966</u>
Programs which carried advertising	\$35,338,000	\$33,710,000
Programs available but which did not carry advertising	<u>28,243,000</u>	<u>22,287,000</u>
Program and related costs (exclusive of operational supervision, selling and general administration)	<u>63,581,000</u>	<u>55,997,000</u>
Advertising revenue (gross)	<u>35,153,000</u>	<u>33,563,000</u>

3) Remuneration of Directors

Total remuneration of directors, as directors, officers or employees of the Corporation for the year was \$81,300.

4) CBC Pension Plan

An actuarial examination of the CBC Pension Plan as at December 31, 1966 is presently in progress. The actuarial unfunded liability in respect of future benefits payable as at March 31, 1964, as determined by an actuarial examination of the Plan as at that date and subsequently adjusted to give effect to the integration with the Canada and Quebec Pension Plans, amounted to approximately \$5.5 million.

STATEMENT OF
INTERNATIONAL BROADCASTING SERVICE EXPENDITURES
RECOVERABLE OUT OF PARLIAMENTARY APPROPRIATIONS

for the year ended March 31, 1967

Expenditures	<u>1967</u>	<u>1966</u>
Programming and distribution :		
Production and transmission - general	\$ 1,335,329	\$ 1,145,392
Television production	73,400	71,322
English Language	187,288	121,622
French Language	136,134	97,398
German Language	71,927	60,929
Other European Languages	377,382	324,483
Latin American Languages	<u>119,872</u>	<u>106,892</u>
	<u>\$ 2,301,332</u>	<u>\$ 1,928,038</u>
Centennial Programming	<u>132,048</u>	<u>65,260</u>
General overhead :		
Administration and general services	874,684	827,740
Less : revenue	<u>467,856</u>	<u>427,000</u>
	<u>406,828</u>	<u>400,740</u>
Net Expenditures	<u>\$ 2,840,208</u>	<u>\$ 2,394,038</u>

ANALYSIS OF PRODUCTION AND DISTRIBUTION COSTS
AND OF REVENUE

for the year ended March 31, 1967

Cost of Production and Distribution	NETWORKS AND STATIONS		Total
	English Language	French Language	
Radio Service :			
Programs	\$ 14,268,232	\$ 5,935,551	\$ 20,203,783
Network Distribution	1,855,964	808,343	2,664,307
Station transmission	1,719,649	333,430	2,053,079
Payments to private stations	21,910	133,182	155,092
Commissions to agencies and networks	121,820	102,954	224,774
Emergency broadcasting	710,620	220,618	931,238
Operational supervision and services	<u>1,934,393</u>	<u>782,452</u>	<u>2,716,845</u>
	<u>20,632,588</u>	<u>8,316,530</u>	<u>28,949,118</u>
Television Service :			
Programs	48,404,129	29,393,969	77,798,098
Network distribution	7,566,663	1,918,193	9,484,856
Station transmission	2,746,329	1,106,791	3,853,120
Payments to private stations	4,208,022	647,291	4,855,313
Commissions to agencies and networks	3,235,730	683,197	3,918,927
Operational supervision and services	<u>6,848,329</u>	<u>3,496,579</u>	<u>10,344,908</u>
	<u>73,009,202</u>	<u>37,246,020</u>	<u>110,255,222</u>
Total	<u>93,641,790</u>	<u>45,562,550</u>	139,204,340
Radio and television broadcasting services at Canadian Universal and International Exhibition, Montreal, 1967			<u>2,690,355</u>
			<u>141,894,695</u>
Advertising Revenue (gross)			
Radio service	1,180,500	1,033,815	2,214,315
Television service	<u>26,279,031</u>	<u>6,659,668</u>	<u>32,938,699</u>
Total	<u>27,459,531</u>	<u>7,693,483</u>	<u>35,153,014</u>

SIGNIFICANT STATISTICS

	<u>1967</u>	<u>1966</u>	<u>1965</u>	<u>1964</u>	<u>1963</u>
Radio Service					
PROGRAM COSTS	\$ 20,204,000	\$ 17,516,000	\$ 15,738,000	\$ 14,307,000	\$ 14,359,000
Programming hours	74,123	66,912	61,914	53,217	52,653
NETWORK DISTRIBUTION					
Miles of networks	\$ 2,664,000	\$ 2,542,000	\$ 2,367,000	\$ 2,233,000	\$ 2,430,000
Stations on networks	22,121	21,021	20,580	18,217	17,791
	286	256	247	228	207
STATION TRANSMISSION					
Station hours on air	\$ 2,053,000	\$ 1,835,000	\$ 1,728,000	\$ 1,493,000	\$ 1,446,000
	199,416	196,078	176,123	153,047	147,721
NET OPERATING REQUIREMENT					
Radio homes	\$ 30,877,000	\$ 24,213,000	\$ 21,424,000	\$ 19,545,000	\$ 18,715,000
	4,980,000	4,780,000	4,690,000	4,600,000	4,520,000
Television Service					
PROGRAM COSTS	\$ 77,798,000	\$ 68,141,000	\$ 63,881,000	\$ 60,081,000	\$ 53,646,000
Programming hours	25,897	25,107	24,317	22,451	21,171
NETWORK DISTRIBUTION					
Miles of networks	\$ 9,485,000	\$ 8,994,000	\$ 8,360,000	\$ 8,196,000	\$ 7,716,000
Stations on networks	10,120	8,871	8,865	8,326	7,886
	245	214	185	143	140
STATION TRANSMISSION					
Station hours on air	\$ 3,853,000	\$ 3,675,000	\$ 3,276,000	\$ 2,914,000	\$ 2,584,000
	71,798	68,063	62,008	54,940	51,150
NET OPERATING REQUIREMENT					
Television homes	\$ 82,297,000	\$ 70,850,000	\$ 64,445,000	\$ 58,832,000	\$ 53,940,000
	4,860,000	4,620,000	4,470,000	4,320,000	4,160,000
Combined Services					
INCOME FROM PUBLIC FUNDS	\$112,403,000	\$ 95,063,000	\$ 85,869,000	\$ 78,377,000	\$ 72,655,000
GROSS ADVERTISING AND MISCELLANEOUS REVENUE	\$ 36,196,000	\$ 34,358,000	\$ 33,449,000	\$ 33,010,000	\$ 31,403,000
TOTAL EXPENSE	\$148,599,000	\$129,421,000	\$119,318,000	\$111,387,000	\$104,058,000

EXPLANATORY NOTES:

- 1) Programming hours include the hours of network programs and the total hours of non-network programs originated by individual stations.
- 2) Miles of networks comprise the wire lines and microwave connecting all the stations on the English and French networks.
- 3) The stations on networks include both CBC and privately-owned basic and auxiliary stations.
- 4) The station hours on air represent the broadcasting time of the Corporation's stations, excluding in the case of radio, emergency broadcasting transmission from midnight to sign-on daily and stations of the Northern Service.

Scope of CBC National Service TELEVISION



Television Networks

ENGLISH NETWORK

GRG STATIONS

Station	Location	Ch.	E.R.P. in Watts	
			Video	Audio
CBYT	Corner Brook, Nfld.	5	10,600	2,120
CBNT	St. John's, Nfld.	4	196,000	98,000
CFLA-TV	Goose Bay, Lab.	4	870	435
CBHT	Halifax, N.S.	7	56,000	34,000
CBMT	Montreal, P.Q.	6	100,000	60,000
CBOT	Ottawa, Ont.	4	60,160	10,000
CBLT	Toronto, Ont.	6	99,500	53,500
CBWT	Winnipeg, Man.	6	100,000	50,000
CBXT	Edmonton, Alta.	5	318,000	159,000
CBUT	Vancouver, B.C.	7	47,600	25,400

PRIVATELY OWNED AFFILIATED STATIONS

Station	Location	Ch.	E.R.P. in Watts	
			Video	Audio
GJCN-TV	Grand Falls, Nfld.	4	26,000	13,000
GJCL-TV	Labrador City, Nfld.	13	590	295
GFCY-TV	Charlottetown, P.E.I.	13	38,600	19,300
GJCB-TV	Sydney, N.S.	4	100,000	60,000
GKCV-TV	Moncton, N.B.	2	25,000	15,000
GKBJ-TV	Saint John, N.B.	4	100,000	50,000
GKML-TV	Quebec City, P.Q.	5	13,850	6,777
CHOV-TV	Pembroke, Ont.	5	100,000	50,000
CKWS-TV	Kingston, Ont.	11	130,000	78,000
CHEX-TV	Peterborough, Ont.	12	269,000	161,500
CKNX-TV	Wingham, Ont.	5	90,000	55,000
CFPL-TV	London, Ont.	10	325,000	195,000
CKLW-TV	Windsor, Ont.	4	178,000	107,000
CKVR-TV	Barrie, Ont.	3	100,000	12,500
CFCH-TV	North Bay, Ont.	10	119,000	61,000
CKSO-TV	Sudbury, Ont.	5	30,000	16,000
CFCL-TV	Timmins, Ont.	6	100,000	50,000
CJIC-TV	Sault Ste. Marie, Ont.	2	28,000	15,000
CKPR-TV	Port Arthur, Ont.	2	55,400	30,200
CKX-TV	Brandon, Man.	5	54,000	27,000
CHGH-TV	Churchill, Man.	4	10	4.94
CKCK-TV	Regina, Sask.	2	100,000	53,500
CKOS-TV	Yorkton, Sask.	3	5,000	2,500
CFQC-TV	Saskatoon, Sask.	8	180,000	27,000
CKBI-TV	Prince Albert, Sask.	5	100,000	61,000
CJFB-TV	Swift Current, Sask.	5	13,300	6,650
CHAT-TV	Medicine Hat, Alta.	6	5,700	3,000
CHCT-TV	Calgary, Alta.	2	100,000	50,000
GJLH-TV	Lethbridge, Alta.	7	96,100	44,900
CKRD-TV	Red Deer, Alta.	6	13,200	6,600
CKSA-TV	Lloydminster, Alta.	2	116,000	58,000
CHBC-TV	Kelowna, B.C.	2	3,700	1,650
CFCR-TV	Kamloops, B.C.	4	3,700	1,850
CHEK-TV	Victoria, B.C.	6	100,000	50,000
CJDC-TV	Dawson Creek, B.C.	5	5,000	750
CKPG-TV	Prince George, B.C.	2	778	389
CFTK-TV	Terrace, B.C.	3	4,100	2,100
CJDC-TV-1	Hudson Hope, B.C.	11	5	2.5
CJDC-TV-2	Bullhead Mountain, B.C.	8	5	2.5

PRIVATELY OWNED AFFILIATED REBROADCASTING STATIONS

Station	Location	Ch.	E.R.P. in Watts	
			Video	Audio
CJCB-TV-1	Inverness, N.S.	7	5,400	4,700
CFCY-TV-1	New Glasgow, N.S.	7	2,000	1,000
CJCB-TV-2	Antigonish, N.S.	7	2,000	1,000
CKAM-TV	Upsalquitich, N.B.	10	4,100	2,050
CKAM-TV	Newcastle, N.B.	10	4,100	2,050
CFCT-TV	Campbellton, N.B.	7	1,400	700
CFCT-TV-1	Bon-Accord, N.B.	7	15,500	7,750
CFVS-TV-1	Parry Sound, Ont.	10	1,000	500
CFVS-TV-2	Huntsville, Ont.	7	1,000	500
CFVJ-TV-1	Halliburton, Ont.	10	1,000	500
CFVJ-TV-2	Elliot Lake, Ont.	10	1,000	500
CFCL-TV-1	Kearns, Ont.	7	18,000	9,000
CFCL-TV-2	Kapuskasing, Ont.	7	18,000	9,000
CFCL-TV-3	Hearst, Ont.	7	18,000	9,000
CFCL-TV-4	Malartic, P.Q.	7	18,000	9,000
CFCL-TV-5	Bancroft, Ont.	7	18,000	9,000
CFCL-TV-6	Minden, Ont.	7	18,000	9,000
GKSS-TV	Baldy Mountain, Man.	7	20,000	10,000
GKX-TV-1	Foxwarren, Man.	11	6,000	3,000
GKX-TV-2	Melita, Man.	5	6,000	3,000
GKX-TV-3	Stranraer, Sask.	10	18,000	9,000
CKCN-TV-1	Colgate, Sask.	7	6,000	3,000
CKCN-TV-2	Willow Bunch, Sask.	7	18,000	9,000
CKML-TV	Marquis, Sask.	7	18,000	9,000
CKOS-TV-1	Wymyard, Sask.	6	18,000	9,000
CKOS-TV-2	Carlyle Lake, Sask.	6	18,000	9,000
CKBI-TV-1	Alticane, Sask.	10	18,000	9,000
CKBI-TV-2	North Battleford, Sask.	7	18,000	9,000
CKBI-TV-3	Greenwater Lake, Sask.	4	18,000	9,000
CKBI-TV-4	Nipawin, Sask.	2	18,000	9,000
CKBI-TV-5	Big River, Sask.	2	18,000	9,000
CJFB-TV-1	Eastend, Sask.	2	18,000	9,000
CJFB-TV-2	Val-Marie, Sask.	2	18,000	9,000
CJFB-TV-3	Riverhurst, Sask.	10	18,000	9,000
CHAI-TV-1	Pivot, Alta.	4	2,700	1,350
CHAI-TV-2	Drumheller, Alta.	9	2,700	1,350
CHAI-TV-3	Banff, Alta.	10	2,700	1,350
CHAI-TV-4	Coleman, Alta.	10	2,700	1,350
CHAI-TV-5	Burns, Alta.	9	2,700	1,350
CKND-TV-1	Coronation, Alta.	10	2,700	1,350
CKND-TV-2	Banff, Alta.	10	2,700	1,350
CKSA-TV-1	Meadow Lake, Sask.	12	8	4
CKSA-TV-2	Bonneyville, Alta.	6	2,700	1,350
CHHC-TV-1	Penticton, B.C.	10	2,700	1,350
CHHC-TV-2	Vernon, B.C.	10	2,700	1,350
CHHC-TV-3	Oliver, B.C.	8	2,700	1,350
CHHC-TV-4	Salmon Arm, B.C.	4	2,700	1,350
CHHC-TV-5	Enderby, B.C.	7	2,700	1,350
CHHC-TV-6	Celista, B.C.	6	2,700	1,350
CHHC-TV-7	Skaha Lake, B.C.	10	2,700	1,350
CHHC-TV-8	Canoe, B.C.	4	2,700	1,350
CFCR-TV-1	Lillooet, B.C.	10	2,700	1,350
CFCR-TV-2	Ashcroft, B.C.	10	2,700	1,350
CFCR-TV-3	Merritt, B.C.	10	2,700	1,350
CFCR-TV-4	Clinton, B.C.	4	2,700	1,350
CFCR-TV-5	Williams Lake, B.C.	8	2,700	1,350
CFCR-TV-6	Mount Timothy, B.C.	5	2,700	1,350
CFCR-TV-7	Savona, B.C.	8	2,700	1,350
CFCR-TV-8	Adams Hill, B.C.	1	2,700	1,350
CFCR-TV-9	Boston Bar, B.C.	5	2,700	1,350
CFCR-TV-10	Clearwater, B.C.	2	2,700	1,350
CFCR-TV-11	Quesnel, B.C.	7	2,700	1,350
CFCR-TV-12	Promontory Mountain, B.C.	5	2,700	1,350
CFCR-TV-13	Avola, B.C.	3	2,700	1,350
CFCR-TV-14	Canoe Mountain, B.C.	8	2,700	1,350
CFCR-TV-15	Bralorne, B.C.	3	2,700	1,350
CFCR-TV-16	Boss Mountain, B.C.	7	2,700	1,350
CKPG-TV-1	Hixon, B.C.	10	2,700	1,350
CKPG-TV-2	Fort Fraser, B.C.	6	2,700	1,350
CFTK-TV-1	Prince Rupert, B.C.	6	480	240
CFTK-TV-2	Smithers, B.C.	5	2,700	1,350
CFTK-TV-3	Burns Lake, B.C.	2	2,700	1,350
CFTK-TV-4	Kildala, B.C.	5	2,700	1,350
CFTK-TV-5	Kemano, B.C.	2	2,700	1,350
CFTK-TV-6	Nase Camp, B.C.	5	2,700	1,350
CFTK-TV-7	Juskatla, B.C.	2	2,700	1,350
CFTK-TV-8	Mt. Partzeau, B.C.	5	2,700	1,350
CFTK-TV-9	Ocean Falls, B.C.	2	2,700	1,350
CFTK-TV-10	Houston, B.C.	2	2,700	1,350

NETWORK RELAY AND REBROADCASTING STATIONS - CBC

Station	Location	Ch.	E.R.P. in Watts	
			Video	Audio
CBYAT	Deer Lake, Nfld.	12	246	123
CBNT-1	Port Rexton, Nfld.	13	16,000	8,000
CBNT-2	Placentia, Nfld.	12	1,580	790
CBNT-3	Marystown, Nfld.	5	22,500	11,250
CFSN-TV	Stephenville, Nfld.	8	11,600	2,320
CBHT-1	Liverpool, N.S.	12	426	256
CBHT-2	Shelburne, N.S.	8	423	254
CBHT-3	Yarmouth, N.S.	11	15,700	3,300
CBHT-4	Sheet Harbour, N.S.	11	660	330
CBWAT	Kenora, Ont.	8	9,300	5,500
CBWAT-1	Dryden, Ont.	9	8,900	4,450
CBWAT-2	Stouffville, Ont.	12	5	2.5
CBWAT-3	Red Lake, Ont.	10	570	285
CBWCT	Fort Frances, Ont.	5	20,200	10,100
CBWCT-1	Atikokan, Ont.	7	544	272
CBWBT	Flin Flon, Man.	10	6,800	3,400
CBWBT-1	The Pas, Man.	7	260	130
CBWT-1	Fisher Branch, Man.	10	27,400	5,480
CBXAT	Grande Prairie, Alta.	10	36,000	18,000
CBXAT-1	Peace River, Alta.	7	720	360
CBXAT-2	High Prairie, Alta.	2	6,200	3,100
CBXT-1	Athabasca, Alta.	8	25,700	12,800
CBXT-2	Whitecourt, Alta.	9	9,400	4,700
CBUAT	Trail, B.C.	11	187	124
CBUAT-1	Nelson, B.C.	9	560	362
CBUAT-2	Castlegar, B.C.	3	5	2.5
CBUBT	Cranbrook, B.C.	10	1,100	505
CBUT-1	Courtenay, B.C.	9	625	332
CBUT-2	Chilliwack, B.C.	3	590	295
CBUT-3	Port Alberni, B.C.	4	5	2.5

INDEPENDENT REBROADCASTING STATIONS

Station	Location	Ch.	E.R.P. in Watts	
			Video	Audio
CKMU-TV-1	Murdochville, P.Q.	5	5	2.5
CFGW-TV-1	Bechevaise Mountain, P.Q.	6	5	2.5
CJTK-TV-1	Temiscaming, P.Q.	5	5	2.5
CFGW-TV-2	Mont Blanc, P.Q.	5	5	2.5
CJWP-TV-1	Waterton Park, Alta.	13	1.5 trans. power	0.5
CKVS-TV-1	Moyie, B.C.	5	5	0.5
CHGP-TV-1	Princeton, B.C.	5	5	0.5
CHID-TV-1	Lumby, B.C.	5	5	0.5
CHKE-TV-1	Keremeos, B.C.	5	5	0.5
CHKO-TV-2	Olalla, B.C.	11	5	0.5
CHKN-TV-2	Cawston, B.C.	5	5	0.5
CHFN-TV-1	Enderby, B.C.	5	5	0.5
CHFT-TV-1	Peachland, B.C.	5	5	0.5
CJNE-TV-1	Nakusp, B.C.	2	3.3 trans. power	0.5
CJNA-TV-1	Spence's Bridge, B.C.	5	1 trans. power	0.5
CFWS-TV-1	Palkland, B.C.	5	5	0.5
CFWS-TV-2	Weetwood, B.C.	12	5	0.5
CKMY-TV-1	Midway, B.C.	5	5	0.5
CHPP-TV-1	Mabel Lake, B.C.	5	1.4 trans. power	0.5
CFPI-TV-1	Malakwa, B.C.	5	5	0.5
CFNB-TV-1	Newcastle Ridge, B.C.	5	5	0.5
CFKB-TV-2	Kokish, B.C.	5	5	0.5
CFNB-TV-3	Port Hardy, B.C.	5	5	0.5
CFNB-TV-4	Sointula, B.C.	5	5	0.5
CJWR-TV-1	Cherryville, B.C.	1	5	0.5
CKCO-TV-1	Quesnel, B.C.	1	5	0.5
CKPA-TV-1	Port Alice, B.C.	2	4 trans. power	0.5
CFNV-TV-1	Camp Woss, B.C.	5	5	0.5
CFNV-TV-2	Nimpoish, B.C.	5	5	0.5
CFZQ-TV-1	Revelstoke, B.C.	5	5 trans. power	0.5
CFZQ-TV-2	Mica Creek, B.C.	5	5	2.5

FRENCH NETWORK

CBC STATIONS

Station	Location	Ch.	E.R.P. in Watts	
			Video	Audio
CBRAFT	Moncton, N.B.	11	10,060	5,030
CBFT	Montreal, Que.	2	100,000	50,000
CBVT	Quebec City, P.Q.	11	173,000	87,000
CBQFT	Ottawa, Ont.	9	31,000	17,000
CBWFT	Winnipeg, Man.	3	59,000	35,200

NETWORK RELAY AND REBROADCASTING STATIONS - CBC

Station	Location	Ch.	E.R.P. in Watts	
			Video	Audio
CBFCT	Chéticamp, N.S.	10	7,900	4,000
CBFCT-1	Magdalen Islands, Que.	12	1,480	740
CBFT-1	Mont Tremblant, Que.	11	600	300
CBFT-2	Mont Laurier, Que.	3	5,540	2,800
CBFST	Sturgeon Falls, Ont.	7	9,750	5,270
CBFST-1	Sudbury, Ont.	13	8,600	4,300
CBFST-2	Temiscaming, Que.	12	7,080	3,540
CBFOT	Timmins, Ont.	9	16,000	8,000
CBFOT-1	Kapuskasing, Ont.	12	17,400	8,700
CBFOT-2	Hearst, Ont.	7	8,400	4,200

PRIVATELY OWNED AFFILIATED STATIONS

Station	Location	Ch.	E.R.P. in Watts	
			Video	Audio
CKBL-TV	Matane, Que.	9	153,000	92,000
CJBR-TV	Rimouski, Que.	3	49,300	28,000
CKRT-TV	Rivière-du-Loup, Que.	7	49,000	24,500
CKRS-TV	Jonquière, Que.	12	20,000	10,000
CKTM-TV	Trois-Rivières, Que.	13	162,500	81,200
CHLT-TV	Sherbrooke, Que.	7	170,000	100,000
CKRN-TV	Rouyn, Que.	4	115,000	57,500
CHAU-TV	Carleton, Que.	5	52,500	26,250
CFKL-TV	Schefferville, Que.	11	426	213

PRIVATELY OWNED AFFILIATED REBROADCASTING STATIONS

Station	Location	Ch.	E.R.P. in Watts	
			Video	Audio
CJBR-TV-1	Edmundston, N.B.	13	1,430	14
CHAU-TV-1	Sainte-Marguerite-Marie, Que.	2	219	0
CHAU-TV-2	Saint-Quentin, N.B.	10	5	0.5
CHAU-TV-3	Port-Daniel, Que.	10	5	0.5
CHAU-TV-4	Chandler, Que.	10	5	0.5
CHAU-TV-5	Perce, Que.	2	48.5	23
CHAU-TV-6	Gaspé, Que.	10	5	0.5
CHAU-TV-7	Rivière-au-Renard, Que.	7	97.5	48.8
CHAU-TV-8	Cloridorme, Que.	6	5	0.5
CHAU-TV-9	L'Anse-à-Valleau, Que.	5	5	0.5
CKBL-TV-1	Mont Clément, Que.	5	43	0.5
CKBL-TV-2	Murdochville, Que.	5	5	0.5
CKBL-TV-3	Grande-Vallée, Que.	5	5	0.5
CKBL-TV-4	Mont Louis, Que.	5	5	0.5
CKBL-TV-5	Causapscal, Que.	5	5	0.5
CKRS-TV-1	Port-Alfred, Que.	5	5	0.5
CKRS-TV-2	Chicoutimi, Que.	5	5	0.5
CKRS-TV-3	Roherval, Que.	5	2,360	1,180
CKRN-TV-1	Senneterre, Que.	5	5	0.5
CKRN-TV-2	Val d'Or, Que.	5	5	0.5
CKRN-TV-3	Ville-Marie, Que.	5	5	0.5
CKRN-TV-4	Matagami, Que.	5	5	0.5
CKRT-TV-1	Bas-Saint-Paul, Que.	5	5	0.5
CKRT-TV-2	Sainte-Rose-du-Désolé, Que.	5	5	0.5
CKRT-TV-3	St.-Patrice, Que.	5	5	0.5
CKRT-TV-4	Gabano, Que.	5	5	0.5

INDEPENDENT REBROADCASTING STATIONS

carrying CBC network service but not owned by affiliated station

Station	Location	Ch.	E.R.P. in Watts	
			Video	Audio
CKHQ-TV-1	Manicouagan, Que.	10	55	27.5
CKHQ-TV-2	Outardes 4, Que.	12	5	0.5
CKHQ-TV-3	Micoua, Que.	6	5	0.5
CKHQ-TV-4	Outardes 3, Que.	7	5	0.5
CKHQ-TV-5	Mont Georges, Que.	13	5	0.5

Scope of CBC National Service RADIO



English Network Service
English Non-Connected Service
French Network Service

Radio Networks

ENGLISH NETWORK

CBC ENGLISH RADIO NETWORK STATIONS

Call Sign	Location	Frequency (Kc/s)	Power (Watts)
* CFGB	Goose Bay, Labrador	754	1000
* CBN	St. John's Nfld.	930	10000
* CBG	Gander, Nfld.	940	1000
* CBI	Grand Falls, Nfld.	940	1000
* CBY	Corner Brook, Nfld.	990	1000
* CBI	Sydney, N.S.	1140	10000 DA-N
* CJFX	Antigonish, N.S.	990	10000 DA-1
* CKEC	New Glasgow, N.S.	750	1000 DA-N
* CKCL	Truro, N.S.	690	1000 DA-1
* CBH	Halifax, N.S.	890	10000 DA-N
* CBBW	Bridgewater, N.S.	1000	10000 DA-N
* CJLS	Yarmouth, N.S.	1340	1000
* CFYC	Charlottetown, P.E.I.	690	1000 DA-2
* CBA	Sackville, N.B.	1000	10000
* CBD	Saint John, N.B.	1110	10000 DA-2
* CKMR	Newcastle, N.B.	750	1000 DA-1
* CKBC	Bathurst, N.B.	750	10000 DA-N
* CBZ	Fredericton, N.B.	970	10000 DA-N
* CKNB	Campbellton, N.B.	950	10000 DA-2
* CJGJ	Woodstock, N.B.	920	1000 DA-N
* CFOM	Quebec, Que.	1340	250
* CKTS	Sherbrooke, Que.	960	1000 DA-N
* CBM	Montreal, Que.	940	50000
* CBM-FM		1000	24000
* CBO	Ottawa, Ont.	910	50000 DA-1
* CBO-FM		1000	7000
* CJET	Smiths Falls, Ont.	690	10000 DA-2
* CHOV	Pembroke, Ont.	1380	1000 DA-1
* CFJR	Brockville, Ont.	1450	10000 DA-D
* CKWS	Kingston, Ont.	960	10000 DA-2
* CJBO	Belleville, Ont.	800	1000 DA-1
* CHEX	Peterborough, Ont.	980	5000 DA-2
* CBL	Toronto, Ont.	740	50000
* CBL-FM		94.1	11900
* CFPL	London, Ont.	980	10000 DA-2
* CJCS	Stratford, Ont.	1240	500 D
* CBE	Windsor, Ont.	1550	10000 DA-1
* CHOK	Sarnia, Ont.	1070	5000 D
* CFOS	Owen Sound, Ont.	580	1000 DA-N
* CFCH	North Bay, Ont.	600	10000 DA-2
* CJKL	Kirkland Lake, Ont.	560	5000 DA-N
* CKGB	Timmins, Ont.	680	10000 DA-2
* CKSO	Sudbury, Ont.	790	50000 DA-2
* CKAR	Huntsville, Ont.	680	1000 DA-N
* CKAR-1	Parry Sound, Ont. (Relay)	1340	250
* CKLY	Lindsay, Ont.	950	1000 DA-1
* CKJN	Blind River, Ont.	750	1000 DA-N
* CJIC	Sault Ste. Marie, Ont.	1050	10000 DA-N
* CJWA	Wawa, Ont.	1240	1000 D
* CFPA	Port Arthur, Ont.	1230	1000 D
* CFOB	Port Frances, Ont.	800	1000 D
* CJRL	Kenora, Ont.	1220	1000
* CBW	Winnipeg, Man.	990	50000
* CBW-FM		95.3	35400
* CKX	Brandon, Man.	1150	10000 D
* CHFC	Churchill, Man.	1230	250
* CFAR	Flin Flon, Man.	590	10000 D
* CHTM	Thompson, Man.	610	1000
* CBK	Regina, Sask.	540	50000
* CBR	Calgary, Alta.	1010	50000 DA-2
* CHAT	Medicine Hat, Alta.	1270	10000 DA-N
* CJOC	Lethbridge, Alta.	1220	10000 D
* CBX	Edmonton, Alta.	740	50000 DA-2
* CFGP	Grande Prairie, Alta.	1050	10000 DA-1
* CKAY	Duncan, B.C.	1500	1000 DA-1
* CKLN	Nelson, B.C.	1390	1000 DA-1
* CJAT	Trail, B.C.	610	1000
* CKOV	Kelowna, B.C.	630	1000
* CJIB	Vernon, B.C.	940	10000 D
* CJAV	Port Alberni, B.C.	1240	1000 D
* CKOK	Penticton, B.C.	800	10000 D

CFJC	Kamloops, B.C.	950	1000 D
* CKPG	Prince George, B.C.	1000	1000 DA-N
* CHWK	Chilliwack, B.C.	1000	10000 DA-N
* CBU	Vancouver, B.C.	980	10000 DA-1
* CBU-FM		1000	10000
* CJVI	Victoria, B.C.	900	10000 DA-1
* CFPR	Prince Rupert, B.C.	850	10000 DA-N
* CFPC	Courtenay, B.C.	440	1000 DA-N
* CFWB	Campbell River, B.C.	900	1000
* CFTX	Terrace, B.C.	900	1000 DA-N
* CFYK	Yellowknife, N.W.T.	900	1000
* CFWH	Whitehorse, Y.T.	900	1000
* CHAK	Inuvik, N.W.T.	900	1000
* CFFB	Frobisher Bay, N.W.T.	200	40
* CKOO	Osoyoos, B.C.	1240	1000 D

CBC stations denoted by *. Others are affiliates.

CBC ENGLISH RADIO NETWORK LOW POWER RELAY TRANSMITTERS

Call Sign	Location	Frequency (Kc/s)	Operating Power (Watts)
CBNG	Glovertown, Nfld.	1090	40
CBNE	Port-aux-Basques, Nfld.	1370	40
CBNC	Stephenville, Nfld.	1180	40
CBNB	St. Pious, Nfld.	740	40
CBDO	Wabush, Nfld.	1400	40
CBNF	Woody Point, Nfld.	740	40
CBAC	Barrington, N.S.	540	40
CBAR	Canso, N.S.	1190	40
CBAU	Larry's River, N.S.	1370	40
CBAV	Sable River, N.S.	1340	40
CBAP	Shelburne, N.S.	1340	40
CBAZ	Sheet Harbour, N.S.	1250	40
CBAN	Andover, N.B.	1340	40
CBAM	Edmundston, N.B.	840	40
CBAB	Grand Falls, N.B.	1380	40
CBAD	Plaster Rock, N.B.	990	40
CBAA	St. Stephen, N.B.	990	40
CBME	La Tuque, Que.	1340	40
CBMG	Gagnon, Que.	540	40
CBMA	Noranda, Que.	1350	40
CBMB	Port Cartier, Que.	940	40
CBND	Schefferville, Que.	570	40
CBMC	Sept-Îles, Que.	1190	40
CBMH	Caspé, Que.	1280	40
CBLA	Atikokan, Ont.	1490	40
CBLV	Bancroft, Ont.	600	40
CBLB	Beardmore, Ont.	1240	20
CBEI	Bonfield, Ont.	900	40
CBLC	Chapleau, Ont.	1090	20
CBLI	Deep River, Ont.	540	40
CBLD	Dryden, Ont.	1610	40
CBEK	Elliot Lake, Ont.	1090	40
CBEZ	Britt, Ont.	1240	40
CBLP	Espanola, Ont.	1240	40
CBLF	Foley, Ont.	1480	40
CBLG	Geraldton, Ont.	740	20
CBLY	Halliburton, Ont.	1400	40
CBLZ	Hearst, Ont.	540	40
CBLH	Hornepayne, Ont.	1540	40
CBEF	Kapuskasing, Ont.	1190	40
CBLQ	Latchford, Ont.	1450	40
CBLI	Longlac, Ont.	1400	20
CBEH	Manitowadge, Ont.	1000	40
CBLD	Mattawa, Ont.	1240	40
CBLM	Marathon, Ont.	1090	40
CBEH	Mindemoya, Ont.	540	40
CBLN	Nakina, Ont.	1240	40
CBEA	Red Lake, Ont.	1090	40
CBLR	Red Rock, Ont.	1090	20
CBLB	Schreiber, Ont.	1440	40
CBLS	Sioux Lookout, Ont.	1240	40
CBED	Spanish, Ont.	1400	40
CBEH	Terrace Bay, Ont.	1090	40
CBEL	Vermillion Bay, Ont.	1540	40
CBLJ	Wawa, Ont.	540	20

Call Sign	Location	Frequency (Kc/s)	Operating Power (Watts)	Call Sign	Location	Frequency (Kc/s)	Operating Power (Watts)
CBWL	White River, Ont.	1010	40	CBXM	McBride, B.C.	660	2
CBDS	Pukatawagan, Man.	690	40	CBUP	Merritt, B.C.	660	40
CBDU	Lynn Lake, Man.	860	40	CBUM	Nakusp, B.C.	900	40
CBDH	Uranium City, Sask.	880	40	CBXN	Natal, B.C.	1440	20
CBXB	Banff, Alta.	860	40	CBUI	New Denver, B.C.	740	40
CBXL	Blairmore, Alta.	860	40	CBRH	New Hazelton, B.C.	1170	40
CBXC	Coleman, Alta.	1450	40	CBRN	North Bend, B.C.	740	40
CBXD	Edson, Alta.	1340	40	CBUF	Ocean Falls, B.C.	1440	40
CBXI	Hinton, Alta.	1450	40	CBUA	Oliver, B.C.	740	20
CBXJ	Jasper, Alta.	860	40	CBUB	Osoyoos, B.C.	500	20
CBRT	Ashcroft, B.C.	860	20	CBRG	Prince George, B.C.	630	40
CBRB	Burns Lake, B.C.	1170	40	CBRP	Princeton, B.C.	660	40
CBDG	Cassiar, B.C.	1340	40	CBLO	Procter, B.C.	740	40
CBUD	Castlegar, B.C.	1080	20	CBRQ	Queens, B.C.	740	40
CBUH	Chase, B.C.	860	40	CBRA	Revelstoke, B.C.	660	20
CBRI	Christina Lake, B.C.	1080	40	CBUN	Salmo, B.C.	740	40
CBUU	Clinton, B.C.	1070	40	CBUC	Salmon Arm, B.C.	660	40
CBRR	Cranbrook, B.C.	860	20	CBUJ	Slocan City, B.C.	660	40
CBRM	Creston, B.C.	740	20	CBUZ	Cherwynd, B.C.	1170	40
CBRF	Fernie, B.C.	730	40	CBK5	Smithers, B.C.	740	40
CBRD	Field, B.C.	860	20	CBRU	Squamish, B.C.	1350	40
CBDA	Fort Nelson, B.C.	1240	40	CBRC	Terrace, B.C.	1170	40
CBUV	Fort St. James, B.C.	1070	40	CBRV	Vanderhoof, B.C.	1170	40
CBUW	Fort St. John, B.C.	1170	40	CBRL	Williams Lake, B.C.	660	20
CBXE	Golden, B.C.	1240	40	CBDO	Fort Simpson, N.W.T.	660	40
CBRJ	Grand Forks, B.C.	860	20	CBDI	Fort Smith, N.W.T.	660	40
CBRO	Greenwood, B.C.	740	40	CBDJ	Hay River, N.W.T.	1440	40
CBUE	Hope, B.C.	860	20	CBDV	Pine Point, N.W.T.	580	40
CBUR	Houston, B.C.	1340	40	CBDW	Norman Wells, N.W.T.	440	40
CBUS	100 Mile House, B.C.	990	40	CBDM	Beaver Creek, Y.T.	660	40
CBUG	Kaslo, B.C.	860	20	CBDE	Dawson, Y.T.	560	40
CBRK	Kimberley, B.C.	900	20	CBDL	Destruction Bay, Y.T.	940	40
CBUK	Kitimat, B.C.	740	40	CBDD	Elsa, Y.T.	560	40
CBUY	Lac La Hache, B.C.	1340	40	CBDF	Haines Junction, Y.T.	560	40
CBUQ	Lake Windermere, B.C.	860	40	CBDK	Teslin, Y.T.	940	40
CBUL	Lillooet, B.C.	860	40	CBDC	Mayo, Y.T.	1080	40
CBRE	Lytton, B.C.	1080	20	CBDB	Watson Lake, Y.T.	1440	10

FRENCH NETWORK

CBC FRENCH RADIO NETWORK STATIONS

Call sign	Location	Frequency (Kc/s)	Operating Power (Watts)	Call sign	Location	Frequency (Kc/s)	Operating Power (Watts)
*CBAF	Moncton, N.B.	1300	5000 DA-1	CKSB	Saint-Boniface, Man.	1050	10000 DA-N
CJEM	Edmundston, N.B.	570	5000 D DA-N	CFNS	Saskatoon, Sask.	1170	1000 DA-1
			1000 N	CFRG	Gravelbourg, Sask.	710	5000 D
CKBL	Matane, Que.	1250	10000 D DA-N	CFGR	Gravelbourg, Sask.	1230	250 N
			5000 N	CHFA	Edmonton, Alta.	680	5000 DA-1
CHNC	New Carlisle, Que.	610	10000 D DA-1				
			5000 N				
CJBR	Rimouski, Que.	900	10000 DA-N				
CJBM	Causapscal, Que. (Relay)	1450	1000 D				
			250 N				
CJFP	Rivière-du-Loup, Que.	1400	10000 D				
			250 N				
CJAF	Cabano, Que. (Relay)	1240	250				
*CBJ	Chicoutimi, Que.	1580	10000 DA-1				
CHVD	Dolbeau, Que.	1230	1000 D				
			250 N				
CHGB	Sainte-Anne-de-la-Pocatière, Que.	1310	5000 DA-N				
CKML	Mont-Laurier, Que.	610	1000 DA-N				
*CBV	Québec, Que.	980	5000 DA-1				
CHLN	Trois-Rivières, Que.	550	10000 D DA-2				
			5000 N				
CHRL	Roberval, Que.	910	1000 DA-N				
CFLM	La Tuque, Que.	1240	1000 D				
CKLD	Thetford Mines, Que.	1230	1000 D				
			250 N				
CKRB	Ville-Saint-Georges, Que.	1460	10000 D DA-N				
			5000 N				
CHLT	Sherbrooke, Que.	630	10000 D DA-2				
			5000 N				
*CBF	Montréal, Que.	690	50000				
*CBF-FM		95.1	24000				
*CBOF	Ottawa, Ont.	1250	10000 DA-1				
CKRN	Rouyn, Qué.	1400	250				
CKVD	Val d'Or, Que.	900	10000 D DA-1				
			2500 N				
CKLS	LaSarre, Que.	1240	250				
CHAD	Amos, Que.	1340	250				
CKCN	Sept-Îles, Que.	560	10000 D				
			5000 N				
CKVM	Ville-Marie, Que.	710	10000 D DA-N				
			1000 N				
CFLX	Kapuskasing, Ont.	100	250				
CFLH	Hearst, Ont.	1340	100				
CFCL	Timmins, Ont.	620	10000 D DA-2				
			5000 N				
CFBR	Sudbury, Ont.	550	10000 D				
*CJBC	Toronto, Ont.	860	50000				

CBC stations denoted by *. Others are affiliates.

CBC FRENCH RADIO NETWORK LOW POWER RELAY TRANSMITTERS

Call Sign	Location	Frequency (Kc/s)	Operating Power (Watts)
CBDF	Labrador City, Nfld.	1240	40
CBAE	Digby, N.S.	990	40
CBAH	Meteghan, N.S.	580	40
CBAS	Quinan, N.S.	600	40
CBAW	Wedgeport, N.S.	990	40
CBAG	Weymouth, N.S.	1550	40
CBAJ	Yarmouth, N.S.	1230	250 N
CBAK	Kedgwick, N.B.	990	40
CBAI	Minto, N.B.	1320	40
CBAQ	Rogersville, N.B.	1530	40
CBAL	St. Quentin, N.B.	1230	40
CBFJ	Gagnon, Que.	1140	40
CBFG	Gaspé, Que.	1360	40
CBFH	Grande-Vallée, Que.	1340	40
CBFB	Mégantic, Que.	990	40
CBFA	Chapais, Que.	1140	40
CBFI	Mont Brun, Que.	990	40
CBFE	Rivière-au-Renard, Que.	1000	40
CBDR	Schefferville, Que.	1000	40
CBFC	Senneterre, Que.	40	40
CBFD	St-Fabien de Panet, Que.	1140	40
CBFF	Chibougamau, Que.	40	40
CBFJ	Blind River, Ont.	1000	40
CBEG	Elliot Lake, Ont.	1000	40
CBEM	Espanola, Ont.	990	40
CBEL	Hearst, Ont.	1000	40
CBLE	Kirkland Lake, Ont.	1000	40
CBEL	Petawawa, Ont.	1000	40
CBEL	Smooth Rock Falls, Ont.	990	40
CBEL	Sturgeon Falls, Ont.	1000	40

1181
CA1 Bc
- A55

Government
Publications

67

ANNUAL REPORT
CANADIAN BROADCASTING CORPORATION



68



Contents

	<u>PAGE</u>
Directors of the Corporation	(i)
Senior Officers of the Corporation	(ii)
Letter of Transmittal	(iii)
Introduction	1
<u>Programming</u>	
- Centennial	3
- Centennial Technical Centre	3
- Pan-American Games	3
- International Broadcasting Centre	4
- English Network Television	9
- French Network Television	15
- Audience Research	23
- English Network Radio	25
- French Network Radio	29
- Regional and Local Programming	35
<u>Special Services</u>	
- Northern Service	41
- Armed Forces Service	43
International Service	45
Relations with Other Countries	49
<u>Commercial Activities</u>	53
<u>Coverage</u>	57
<u>Production Facilities and Techniques</u>	65
- Consolidation	65
- Programs on Film	66
- Color	66
<u>Personnel</u>	
- Training	69
- Industrial and Talent Relations	69
- Bilingualism	69
<u>Financial Statement</u>	71
<u>Scope of the Service</u>	83

TABLES AND GRAPHS

	<u>PAGE</u>
Table 1 : Centennial Programming in 1967/68	5
Table 2 : Centennial Broadcasting - Some Representative Programs	6
Table 3 : English Network Television - Some Representative Programs	12
Table 4 : Audiences for Some Familiar Programs on the CBC English Television Network	13
Table 5 : French Network Television - Some Representative Programs	19
Table 6 : Audiences for Some Familiar Programs on the CBC French Television Network	20
Table 7 : Analysis of Program Content of CBC Television Networks in a Winter Week, 1968	21
Table 8 : Origin of Programs in Hours on CBC Television Networks in a Winter Week	22
Table 9 : English Network Radio - Some Representative Programs	28
Table 10 : French Network Radio - Some Representative Programs	32
Table 11 : Analysis of Program Content of CBC Radio Networks in a Winter Week 1968	33
Table 12 : Regional and Local Programming - Some Representative Programs	36
Table 13 : Hours of Local and Regional Programming on Nine English Language CBC Television Stations in a Normal Winter Week, by Station	38
Table 14 : Hours of Local and Regional Programming on Nine English Language CBC Television Stations in a Winter Week, by Program Category	39
Table 15 : Some Local Public Affairs Programs and Their Audiences on CBC Stations, January 1968	40
Table 16 : Northern Service - Some Representative Programs	44
Table 17 : International Service Program Schedule, Spring 1968	47
Table 18 : Countries Which Bought or Exchanged CBC Radio and Television Programs for Local Broadcast	48
Table 19 : TV Programs Sold to or Exchanged with Other Countries for Local Broadcast	48

Table 20 :	List of CBC Awards 1967-68	51
Table 21 :	Program Salability	54
Table 22 :	Gross Advertising Revenue	55
Table 23 :	Comparison of the Growth of Advertising Revenues with the Gross National Product (Millions of Dollars)	56
Table 24 :	Television and Radio Households in Canada - Estimates as of January 1, 1968	56
Table 25 :	CBC Coverage in Canada - Radio and Television English, French and Composite Networks Estimates as of March 31, 1968	59
Graph 26 :	Growth of CBC Television Coverage - Composite French and English Network, 1952 to 1968	60
Table 27 :	Average Hours of Network Programs in a Winter Week Broadcast by an Affiliate (With Minimum Hours shown in parentheses)	61
Table 28 :	Communities of 500 or More Not Receiving CBC Television At All or not Receiving it in the Language of the Community	61
Table 29 :	Communities of 500 Or More not Receiving CBC Radio At All or not Receiving it in the Language of the Community	61
Table 30 :	Extension of Coverage This Year by CBC and Affiliates	62
Table 31 :	Amount of Color Programs in Hours on CBC Networks Each Week	67
Table 32 :	Amount in Hours of Local Color Programs, Predominantly Film, on CBC Television Stations Each Week	67
Table 33 :	Some Major Engineering and Technical Projects in 1967-68	68
Map 34 :	Scope of CBC National TV Service	83
Table 35 :	CBC and Affiliated Stations - Television Networks	84
Map 36 :	Scope of CBC National Radio Service	87
Table 37 :	CBC and Affiliated Stations - Radio Networks	88

1967 - 1968

DIRECTORS OF THE CORPORATION

- † J. A. Ouimet, Ottawa (President)
- †† G. F. Davidson, Ottawa (President)
- †† L. A. Picard, Ottawa (Vice-President)
- ††† J. M. R. Beveridge, Wolfville, N.S.
- ★ Dean Maxwell Cohen, Montreal, P.Q.
- ★ Miss Margaret P. Hyndman, Toronto, Ont.
- ★ D. M. MacAulay, Sackville, N.B.
- ★ E. B. Osler, Winnipeg, Man.
- ★ Dr. Stephanie Potoski, Yorkton, Sask.
- ★ J. G. Prentice, Vancouver, B.C.
- ★ André Raynauld, Ottawa, Ont.
- ★ Dr. Léonard Roussel, Ottawa, Ont.

EXECUTIVE COMMITTEE

- † J. A. Ouimet, Chairman
- †† G. F. Davidson, Chairman
- †† L. A. Picard
- ★ E. B. Osler
- ★ J. G. Prentice
- ★ André Raynauld

FINANCE COMMITTEE

- ★ J. G. Prentice, Chairman
- † J. A. Ouimet
- †† G. F. Davidson
- †† L. A. Picard
- ††† J. M. R. Beveridge
- ★ André Raynauld

PROGRAM COMMITTEE

- ★ E. B. Osler, Chairman
- † J. A. Ouimet
- †† G. F. Davidson
- †† L. A. Picard
- ††† J. M. R. Beveridge
- ★ Dean Maxwell Cohen
- ★ Miss Margaret P. Hyndman
- ★ D. M. MacAulay
- ★ Dr. Stephanie Potoski
- ★ J. G. Prentice
- ★ André Raynauld
- ★ Dr. Léonard Roussel

- † Retired December 15, 1967
- †† Appointed February 1, 1968
- ††† Term of office expired February 23, 1968
- ★ Retired on repeal of Broadcasting Act (1958), March 31, 1968

SENIOR OFFICERS

- * J.A. Ouimet, President
- ** G.F. Davidson, President
- ** L.A. Picard, Vice-President
 - J.R. Alleyn, Q.C., General Counsel
 - Guy Coderre, Vice-President, Administration
 - V.F. Davies, Vice-President, Finance
 - R.C. Fraser, Vice-President, Corporate Affairs
- *** J.P. Gilmore, Vice-President, Planning and Assistant Chief Operating Officer
 - E.S. Hallman, Vice-President, Programming
 - J.E. Hayes, Vice-President, Engineering
 - C. Jennings, Vice-President and General Manager, Regional Broadcasting
 - M. Ouimet, Vice-President and General Manager, Network Broadcasting (French)
- **** Vice-President and General Manager, Network Broadcasting (English)
 - H.G. Walker, General Manager, Caribbean Project

OPERATING DIVISIONS AND REGIONS

- R.W. McGall, Acting General Manager, Network Broadcasting (English), Toronto
- R. David, Assistant General Manager, Network Broadcasting (French), Montreal
- A.K. Morrow, Director for the Province of Newfoundland, St. John's
- S.R. Kennedy, Director for the Maritime Provinces, Halifax
- J.R. Finlay, Director for the Prairie Provinces, Winnipeg
- K.P. Caple, Director for the Province of British Columbia, Vancouver
- J.J. Dunn, Director, Ottawa Area
- C.R. Delafield, Director of the International Service, Montreal
- A.G. Cowan, Director of Northern and Armed Forces Services, Ottawa

* Retired effective December 15, 1967

** Appointed effective February 1, 1968

*** Acting President December 15, 1967 to February 1, 1968

**** Vacant

CANADIAN BROADCASTING CORPORATION

OFFICE OF THE
PRESIDENT
OTTAWA

June 28, 1968.

The Honorable Jean Marchand,
Secretary of State,
Ottawa.

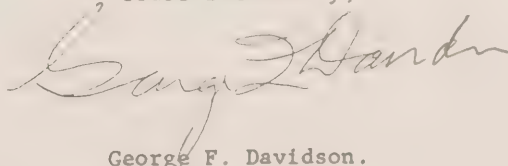
Dear Sir:

In accordance with the provisions of Part III, Section 47, of the Broadcasting Act, I submit herewith the annual report of the Canadian Broadcasting Corporation for the year ended March 31, 1968.

You will note from page 73 that a difference of views exists between the Corporation and the Auditor General respecting the competence of the Directors of the Corporation to grant a retiring allowance to J. Alphonse Ouimet, who resigned as President on December 15, 1967.

The Corporation's action on this occasion was supported by legal advice. In a similar circumstance noted in last year's annual report, the opinion of our General Counsel that it was within the competence of the Directors of the Corporation to grant such a retiring allowance was confirmed by an opinion of the Deputy Minister of Justice in a letter to the Under-Secretary of State dated July 18, 1967.

Yours faithfully,



George F. Davidson.

Introduction

It was a year of program challenge and achievement; a year of change, a year which re-emphasized the CBC's role as the instrument of national purpose in broadcasting.

CENTENNIAL

It was Centennial year and the CBC marshalled and deployed its staff and equipment to bring to Canadians everywhere the sights and sounds of the celebrating nation. Centennial programming and technical support activities are outlined in detail in the next section (see page 3) but it is worthy of note here that CBC television and radio broadcast close to 1,500 hours of Centennial programs and special coverage in 1967; just about four hours of Centennial programs a day for 365 days, not counting regular programming and the thousands of programs beamed to overseas listeners by the CBC's International Service.

To meet the demands of the year's program production load, the CBC built and operated Canada's highly successful International Broadcasting Centre at Expo '67 (see page 4) and established a Centennial Technical Centre in Montreal for the assembly, maintenance and shipment-control of equipment and to coordinate the training and assignment of technical crews for Centennial programs (see page 3).

Because of Centennial and Expo, the CBC produced more television and radio programs during the year than ever before. Some programs on the English television network attracted more than four million viewers, and audiences for some programs on the French television network exceeded two million.

Behind the undoubted success of CBC's Centennial programming lay more than three years of careful preparation by the CBC's Centennial Broadcasting Coordination Committee. Established in 1965, the committee collected and tabulated information about more than 6,000 planned Centennial projects in all parts of the country and used this information to assign and coordinate program objectives for the networks, regions and locations.

PRESIDENT'S RESIGNATION

In reporting on a year of unparalleled effort and accomplishment, it is a matter of particular regret to have to record the resignation (on December 15, 1967) of J. Alphonse Ouimet from the Presidency of the Corporation he had served for 33 years, the last 15 as its chief executive.

Mr. Ouimet's contributions to broadcasting are part of Canada's history; he was the father of television in this country and an outstanding public servant.

SENIOR MANAGEMENT

On January 19, 1968, the Prime Minister announced the appointment of George F. Davidson as President and Laurent A. Picard as Vice-President.

By resolution of the Directors of the CBC, James P. Gilmore was Acting President from December 15, 1967 (the effective date of Mr. Ouimet's retirement) to February 1, 1968 (the effective date of the appointments of Mr. Davidson and Mr. Picard).

COVERAGE

Extension of CBC radio and television coverage is now so far advanced that increases in coverage are barely measurable. Even when, as is the case this year, television and radio service has been made available to hundreds of thousands more Canadians than the year before the progress made is measurable only in tenths of one percent. In English and in French, CBC television is now within reach of 96.6% of all Canadians; the comparable figure for radio is 98.7%. (See Table 25).

Although the development of the synchronous space satellite may one day make a practical goal out of the ideal of 100% coverage, it remains a fact that with the means of distributing TV and radio programs available today, the further one goes, the harder it gets.

Early success obtained with three experimental Frontier Coverage Packages designed to bring television to isolated communities has resulted in plans for the extension of the FCP concept to additional communities in the Canadian North (see page 41).

A low-power FM transmitter is now in operation in Maniwaki, Quebec, and public reaction is being examined carefully with a view to further use of FM transmitters to provide AM radio service in areas such as Maniwaki where no suitable AM frequencies are available.

PARLIAMENTARY COMMITTEES

During the year the CBC appeared before two standing Parliamentary Committees. The House of Commons Committee on Broadcasting, Films and Assistance to the Arts and the Senate Committee on Transport and Communications studied new broadcasting legislation set forth in Bill C-163 prior to passage. The legislation was given Royal Assent on March 7.

The Commons broadcasting committee also held public hearings on the subject of educational broadcasting during which many interested individuals and organizations, including the CBC, presented briefs.

FINANCIAL

Total operating expenses for the year amounted to \$185,885,439 for an increase of \$31.6 million over last year. The largest single item of the increase, \$21.4 million, was spent on programs. Parliamentary grants totalled \$140,147,000 of which \$2,889,905 went back to the Receiver-General as repayment of capital loans to the CBC, while another \$644,301 was due to the Receiver-General at the end of the year, leaving the net operating funds received from the government of Canada at \$136,612,794. Depreciation and Amortization, included as operating costs which are not recoverable from the parliamentary grant, brought the net cost of operations to \$145,684,637. Gross advertising revenue amounted to \$38,734,295 and other revenue was \$1,466,507.

Capital assets after accumulated depreciation increased by \$10.9 million over last year to a total of just under \$88.0 million. Extensions and improvements to service; continued consolidation of facilities; plus other additions and replacements to plant and facilities account for the largest portion of this increase.

Programming

CENTENNIAL

What a year to be a Canadian! There was Expo '67 to see; there were the Royal Visits and the Pan-American Games, the great bathtub race and the birthday parties in our own home towns; more than 6,000 separate and distinctive projects planned for every part of the country. No one of us could possibly have hoped to attend in person more than a few of the interesting, exciting, and sometimes magnificent events.

The CBC recognized the challenge. More than three years ago, a Centennial Broadcasting Coordination Committee was established to plan and coordinate CBC television and radio programs and coverage, in English and French, to make it possible for Canadians everywhere to see and hear the nation's celebrations.

As a cooperative undertaking, CBC and the Centennial Commission collected and tabulated, by computer, information about planned events. The CBC's coordination committee divided this into categories and dates; fixed program targets for radio and television, and assigned broadcasting priorities and responsibility to the networks, regions and locations as required.

It was obvious from the outset that demands on staff, equipment and facilities would be unprecedented in Canadian broadcasting history. The broadcasting of special events called for the design of a new "family" of sound and television equipment that could be transported quickly to any part of the country.

CENTENNIAL TECHNICAL CENTRE

A Centennial Technical Centre was established in Montreal for the assembly, maintenance and shipment-control of equipment and to coordinate the training and assignment of technical crews stationed at main CBC production points across Canada. Radio and television equipment was assembled in "packages" -- the largest a "Color-pak", made up of 45 custom-made aluminum shipping cases containing everything required to produce a two-camera program in color. Another package was called the "Sky-pac" and contained a propane-powered generator and all other equipment required to transmit a TV picture from a helicopter. The CTC also coordinated assignment of television and radio mobile units.

The facilities and know-how of the technical centre were called upon in the production of hundreds of programs during the Centennial year - the opening of Expo '67, the Military Tattoo, the Voyageur Canoe Race, the Centennial Naval Review at Halifax, the Queen's visit, President de Gaulle's visit and the Pan-American Games are but a few examples.

During the year the CBC broadcast more than 1,438 hours of Centennial programming, making it possible for Canadians to enjoy and, in a sense, participate in events which otherwise they would not have been able to see or hear. (See representative list of Centennial programs, Table 2.) There were 944 hours of radio programs, 494 hours of television programs, most of them in color, in English and in French, not including the thousands of programs produced and broadcast by the International Service for listeners overseas (see page 45).

Beginning in April, with the investiture of Governor General Michener in Ottawa and the opening of Expo '67 in Montreal, CBC manpower and equipment moved quickly to cover events in various parts of the country, the Military Tattoo during its performance in Edmonton, the Governor General's Youth Rally in Ottawa, the beginning of the Voyageur Canoe Pageant and Race at Rocky Mountain House in Alberta. During July, CBC radio and television provided coverage in English and in French of the complete program of the visit of the Queen and Prince Philip, including the July 1st birthday celebrations on Parliament Hill in Ottawa.

PAN-AMERICAN GAMES

The greatest strain on CBC resources during the year was imposed by the Pan-American Games, July 23 to August 6. More than 2,400 athletes from 24 countries participated in the Games. As the official broadcast host and agency for the Games, the CBC turned the Minto Armouries in Winnipeg into a complete broadcasting centre, serving the CBC's own needs, those of the International Service and providing facilities for foreign broadcasters as well. Fourteen International Service reporters were on hand to broadcast coverage of the Games to Latin America in Spanish and Portuguese and to the West Indies in English. Daily shortwave broadcasts were also made in Russian, French, Polish and Hungarian.

The radio broadcasting facilities required 10 studios in the Armouries, hook-ups with eight different sites in and around Winnipeg and coverage of other events by shortwave, telephone circuits, tape recorders and a mobile studio.

Thirty-four television cameras and four film crews handled television and film assignments and equipment included 11 videotape machines to record and edit television tape for the CBC English and French networks and for foreign broadcasting agencies.

INTERNATIONAL BROADCASTING CENTRE

The jewel in Canada's Centennial year crown was Expo '67 at Montreal, where the CBC built and operated Canada's \$10,000,000 International Broadcasting Centre.

While IBC was primarily functional, provision was made for guided tours for visitors; close to one million persons visited the Centre during the 182 days of Expo.

Heartening as this public interest was, however, the true measure of IBC's performance lies in the use made of its broadcasting facilities. The success achieved by the International Broadcasting Centre was phenomenal.

Broadcasters from all over the world used IBC facilities to produce 513-1/4 hours of original television programming, 15,595 hours of radio, live and on tape, and 44-1/4 hours of finished film.

For every hour of every day that Expo '67 was open, rain or shine, the process of television production was under way. An hour of finished television product emerged from IBC's total facilities every four hours that Expo was open; through the facilities of IBC, 85 hours of radio coverage emanated from Expo every day it was open.

Broadcasters from all over the world made use of the IBC facilities; two completely equipped color-capable television studios, seven radio studios, a comprehensive master control room, a videotape recording area, three color TV mobile units, two black and white TV mobile units, a single camera videotape cruiser and mobile radio equipment.

The Centre was completed ahead of schedule, equipped ahead of schedule, operating ahead of schedule, handled more broadcast traffic than had been anticipated, was toured by 45 percent more visitors than had been expected, proved to be efficient and economical and operated well within its budget.

Now that Expo is over, the IBC building is used as a CBC French network production centre.

TABLE 1 : Centennial Programming in 1967/68

	<u>TELEVISION</u> (hours)	<u>RADIO</u> (hours)
English Network	158	196
French Network	238	455
<u>Regional Broadcasting</u>		
Newfoundland	9	15
Maritimes	15	31
Windsor	-	22
Ottawa Area	28	65
Prairies (a) Winnipeg	24	20
(b) Edmonton	8	4
British Columbia	14	24
Northern Service	-	112
	<hr/> 98 <hr/>	<hr/> 293 <hr/>
TOTAL	<hr/> <hr/> 494 <hr/> <hr/>	<hr/> <hr/> 944 <hr/> <hr/>

TABLE 2 : Centennial Broadcasting - Some Representative Programs

ENGLISH TELEVISION NETWORK

Special Programs

World on Stage
Canadian Wild Life
National History Test
Century of Progress
Centennial International
World When We Were Born
Telescope '67
Spirit of '67
The True North
Youth Specials

Coverage of Events

- * Opening of Expo
- * Voyageur Canoe Pageant
- * Pan-American Games
- * Military Tattoo
- * Royal and State Visits
- * Thanksgiving Walk
- * World Naval Review
- * Mission Ste. Marie
- * Christmas Tree Ceremony
- * Folk Art Pageant

ENGLISH RADIO NETWORK

Special Programs

The Long Hundred
Canadian Biographies
CBC Song Market
Centennial World Tour
Centennial Youth
One-Act Operas
1967 And All That

Coverage of Events

Dieppe Service
Dominion Drama Festival
Bells of Canada
Calgary Stampede
Confederation Train
Louis Riel Opera
Caravans Are Rolling
Vimy
Daily Expo Program

FRENCH TELEVISION NETWORK

Special Programs

Terres des autres hommes
Il y a un siècle
Mon pays, mes chansons
Histoire d'une ville
Calixa Lavallée
Canada 100 plus un
Vivre en ce pays
Canada Express
Carnet et Bonjour Expo
Hommage à Montréal

Coverage of Events

- Regattes Valleyfield
- Festival de la pomme
- Grand et petit gibier
- Dieppe - 25e anniversaire
- Fête de la St. Hubert
- Le poète des gueux
- L'amble du Centenaire
- * Omnium de Golf
- * Dans les plaines de l'ouest
- * 1967-2067

* Shared coverage, English and French networks

FRENCH RADIO NETWORK

Special Programs

Festival Mondial
Orchestre symphonique
L'histoire comme ils l'ont faite
Québec, berceau de la Confédération
Du St. Laurent
Au jour le jour
Place aux femmes

Coverage of Events

Bataille de Vimy
Carnet de l'Expo
Festival d'art dramatique
Arrivée des voyageurs
Bateau Théâtre
Ouverture de l'Expo
Caroussel militaire

NEWFOUNDLAND REGION

Television

Songs by the Sea
The White Fleet
Land of Cain
First Flame

Radio

The Great Eastern
The Rover
Of Ships and Men
Centennial Recitals

MARITIME REGION

Television

Halifax Explosion
Deep Sea Ships
International Highland Games
Land of Old Songs

Radio

Rum Runners
Sea Drift
Festival of Music
Folkways

PRAIRIE REGION

Television

Pan-Americana
Changing Faces of the West
Princess Alexandra's Visit
Lake of the Woods Regatta

Radio

Centennial Square Dance
Pioneer Awards Dinner
RCMP Pageant
Prairie Provinces' Days at Expo

BRITISH COLUMBIA REGION

Television

Franklin Expedition
Where The Action Was
International Trade Fair
Pioneer Stories

Radio

Mountains to the Sea
Cassenti Players
Kelowna Regatta
Centennial Diary

NORTHERN SERVICE

Radio

CBC Centennial Nights
Youth Debates
Centennial Journey
Eskimo Folkfestival
Talent Caravan
Yukon Today

OTTAWA AREA

Television

Horizon '67
Golden Triangle
Tulip Festival

Radio

Summer Festival
Centennial Microphone
Centennial Variety

English Network Television

Without question, this was the most exciting and demanding year in the history of the English television network. More than 130 special Centennial programs were produced and broadcast, most of them in color; news and public affairs were called upon to cover a series of significant national and international events, including the leadership convention of the Progressive Conservative Party, the Middle East war (on the scene and in the U.N.), the war in Vietnam, the Confederation of Tomorrow conference, the Federal-Provincial Conference on the Constitution, the February crisis in Parliament, Expo '67 and, at the year's close, the funeral of the former Governor General of Canada, The Rt. Hon. Vincent Massey.

DRAMA

The Strange Case of Dr. Jekyll and Mr. Hyde, the 2-1/4-hour color co-production of the famous Robert Louis Stevenson novel, was the most resounding single-drama success on the network this season. This co-production of Don Curtis Productions and the CBC, starring Jack Palance and including many internationally known stars as well as Canadian performers in its distinguished cast, attained the largest Canadian audience and the highest "enjoyment index" of any drama broadcast on the network this season.

Festival continued to provide viewers with the best of drama, both traditional and modern.

This year, for the first time, the network included in the Festival series three feature films in color, from original Canadian scripts, with all-Canadian casts. Two of the films were CBC-National Film Board co-productions, The Ernie Game, by Don Owen and starring Alexis Kanner and Waiting for Caroline, by George C. Robertson, starring Alexandra Stewart. The third of these experimental productions was The Paper People, the first all-CBC feature film, written by the young Toronto novelist, Timothy Findley, and starring Marc Strange, Marigold Charlesworth and Lucy Garner.

Other drama highlights of the Festival season included Tea Party, by Harold Pinter, The True Bleeding Heart of Martin B., by M. Charles Cohen and the BBC-produced drama-documentary Cathy Come Home.

The network's first color film drama series, Hatch's Mill, brought viewers 10, hour-long programs about the adventures of the Hatch family and the pioneer life in Upper Canada. The dramatically successful Wojeck series returned to the network in January 1968, in color and again starring John Vernon in the title role.

Production continued during the year on the popular series Quentin Durgens M.P., which is to be broadcast next season. Viewers were given a preview of the series in March when a two-hour color production A Quentin Durgens Special : The Road to Chaldaea was broadcast. Starring Gordon Pinsent in the title role, the Durgens special was a timely drama about a federal party leadership convention.

NEWS AND PUBLIC AFFAIRS

The news and public affairs departments overcame successfully the problems posed by a year of extraordinary challenge for those whose responsibility it is to report and interpret events of the day at home and abroad.

It was a year marked in particular by a new relationship between the news department and the public affairs department, one in which they worked in close cooperation, the one complementing the other.

This was perhaps best exemplified by the CBC's coverage of the Parliamentary crisis in February. The network provided more than nine hours of live, special coverage, bringing to viewers all across Canada a much-appreciated close-up view of the dramatic events of the week. The CBC continued to seek permission for direct coverage of Parliament.

News and public affairs worked closely together in their complementary coverage of the federal-provincial conference on the constitution.

During the year, further progress was made in the development of comprehensive news reporting in Canada and overseas.

Special reporting teams were established to provide Centennial news reports.

Newsmagazine and The Public Eye, half-hour news and public affairs programs respectively, exchanged program periods from time to time in order to produce one-hour specials; The Public Eye's Levesque/Kierans debate, for example, and Newsmagazine's "Long Black Line" and special report on espionage.

Public affairs again provided a variety of programs : The Way It Is continued in the CBC Sunday evening public affairs tradition of mixing interviews and special reports with satire and entertainment. Twenty Million Questions, produced in Ottawa, examined national and international events as they affect federal politics and Parliament. The Public Eye continued to focus on events and phenomena of current interest.

MUSIC AND VARIETY

A spectacular new version of the classical ballet Swan Lake received lavish praise from the critics and the large audience. Produced in the Festival series, this 90-minute color program, with choreography by Erik Bruhn, one of the world's great dancers, was performed by Bruhn and the National Ballet of Canada, with Lois Smith starring opposite the Danish dancer in the dual roles of Swan Queen and Black Swan. Swan Lake was produced and directed by Norman Campbell.

The Best of all Possible Worlds, Mavor Moore's musical satire based on Voltaire's Candide, was a color production using the chroma-key technique. The result was a delightful storybook treatment with live performers "keyed" into graphic drawings. The chroma-key process, a new production technique, is a means by which television producers in some cases are able to save money that previously had to be spent on the building of stage sets and props.

It was a great year for music on the network. The Art of Rostropovich presented world-famous Russian cellist Mstislav Rostropovich in a 90-minute concert taped at Toronto's Massey Hall and the International Broadcasting Centre at Expo '67. Rostropovich played works by Haydn and Shostakovich with the Toronto Symphony under Seiji Ozawa, including the television premiere of the Shostakovich Cello Concerto

No. 2, Opus 26. East-West Concerto was a 60-minute concert, in color, with the Toronto Symphony Orchestra under Seiji Ozawa performing a new work by Japanese composer Toru Takemitsu - November Steps - featuring the traditional Japanese solo instruments, the shakuhachi and the biwa. On the same program, Canada's Victor Braun, baritone, performed Gustav Mahler's Songs of a Wayfarer.

Four in Concert, also in the Festival series, was a one-hour, color production featuring the noted American soprano Reri Grist with oboist Harold Gomberg, pianist Anton Kuerti, and Seiji Ozawa with the Toronto Symphony. The Music Canada series presented the Royal Winnipeg Ballet in a color telecast of Rose Latulippe, the first full-length Canadian ballet, with choreography by Brian Macdonald and music by Harry Freedman. Centennial Performance presented three one-hour programs in color featuring established Canadian artists George London, Maureen Forrester and Glenn Gould with the young winners of the International Nickel Company of Canada Centennial Scholarships.

Six one-hour color specials were broadcast in the variety series O'Keefe Centre Presents. A highlight of the series was a musical comedy based on Henry Fielding's novel, "Tom Jones", starring Douglas Fairbanks Jr.

RELIGIOUS BROADCASTING

Man Alive, a report and record of contemporary religious ferment and commitment, has brought to viewers the re-appraisals and decisions of men such as Cardinal Léger, Charles Davis, Billy Graham, William Stringfellow, Bishop Trevor Huddleston and Father Groppi. This new religious program reported on the condition of Jews in the Soviet Union, celibacy and the crisis in the Roman Catholic Church, prison reform and fundamentalist atheism in dialogue with liberal Christianity.

An hour-long documentary Peace on Earth was presented on Christmas Day and the Good Friday schedule included the feature films A Time for Burning and The Ant Keeper.

FARM AND FISHERIES

The farm department researched, wrote, produced and directed the significant special production Air of Death which drew attention, as no previous program had done, to the dangers of air pollution. This was a continuation of the trend away from specialized programs about farming to those of more general interest. This Land of Ours dealt with Canada's national resources and Country Calendar concerned itself with rural life.

Air of Death won the top National Resources Reporting award.

SPORTS

This was the year of the Pan-American Games in Winnipeg involving CBC Sports in a monumental job of planning and production (see section on Pan-American Games, page 3).

The CBC provided coverage of hundreds of sports events during the year; the Canadian Open golf tournament, Saturday games of the Canadian Football League and the play-offs and Grey Cup game, the National Hockey League, the World Curling Championships, World Series baseball, the Winter Olympics at Grenoble, France; and many others. Coverage of events was supplemented by regularly-scheduled reports of sports scores and news as well as a number of documentaries such as Countdown to a Gold Medal, an hour-long special program in color that showed something of what it takes to be a champion in world competition.

PROGRAMMING FOR YOUNG PEOPLE

There can be no rigid boundaries separating kinds of programming on television as evidenced by the fact that Countdown to a Gold Medal, while dealing with a sports subject, was

one of three programs on Canadian youth today prepared by CBC's Schools and Youth Program departments.

Other special programs for young people were The Restless Years and A Working Summer. The series Through The Eyes of Tomorrow continued.

A new, live daily program, Upside Town, achieved considerable success with the children for whom it was designed, as did the new cartoon program Rocket Robin Hood, produced in Canada. Also popular with children were the favorites, Friendly Giant, Chez Hélène, Mr. Dress-Up and Barney Boomer.

Programs on Canadian School Telecasts for in-school use included a comparison of Canadian pioneer times with today's world, Yesterday and Today and such other programs as Matter and Energy, Perspectives of English Literature, Building Careers and a unique series on human communication, Languages of Man.

WOMEN'S PROGRAMS

Take Thirty is in every sense a public affairs program of general interest but it is recognized that at three o'clock in the afternoon its audience is composed mostly of women in their homes. This is reflected to a degree in the subject matter included in the program although the producers hold no restrictive view of what might or might not be of interest to women.

The network has achieved considerable success this year with Pick of the Week, a program which provides repeat broadcasts each morning of the better programs of a public affairs nature.

TABLE 3 : ENGLISH NETWORK TELEVISION - SOME REPRESENTATIVE PROGRAMS

NEWS AND SPECIAL EVENTS

National News
 Newsmagazine
 News Specials
 Canadian Centennial (more than 130 special programs)
 Progressive Conservative Party Convention
 Constitutional Conference
 Confederation of Tomorrow Conference
 Installation of the Governor General
 Opening of Parliament
 State Funeral of the Rt. Hon. Vincent Massey
 Our World (international live telecast)

CURRENT AFFAIRS, INFORMATION

The Public Eye
 The Way It Is
 Take Thirty
 Air of Death
 Battle Cry at Duck Lake
 Park on the Next Level
 This Land of Ours
 Country Calendar
 Intertel
 The Nation's Business
 Banff Conference on World Affairs
 Glendon College Forum : Quebec Year 8
 Couchiching Conference : The Image or the Issue?
 Winter Conference : Action for Unity

Among regional contributions

Twenty Million Questions
 Camera West
 20/20
 Counterpoint
 Viewpoint

ARTS, SCIENCE, RELIGION

Man at the Centre
 Man Alive
 Heritage
 Cine Club
 Canadian Film Makers
 Dominion Drama Festival Highlights
 Extension : Modern Canadian Poetry
 Peace on Earth

Among regional contributions

Hymn Sing
 Barriada

DRAMA

Wojeck
 Hatch's Mill
 Quentin Durgens M.P. : The Road to Chaldaea
 Festival
 - The True Bleeding Heart of Martin B.
 - Slow Dance on the Killing Ground
 - Lady V/indermere's Fan
 - Tea Party
 - Frost at Midnight
 - The Painted Door
 - The Paper People
 - The Ernie Game (CBC-NFB)
 - Waiting for Caroline (CBC-NFB)
 The Strange Case of Dr. Jekyll and Mr. Hyde
 (CBC-Dan Curtis Productions)

MUSIC

Festival
 - The Art of Rostropovich
 - East-West Concerto
 - Swan Lake
 - The Best of All Possible Worlds
 - Byron Janis
 The World of Music
 - Zagreb Soloists
 - Herbert von Karajan
 - U. of T. Opera School
 - Abduction from the Seraglio
 Stravinsky at 85
 CBC Talent Festival
 Calixa Lavallée

Among regional contributions

Gilbert and Sullivan
 Hansel and Gretel

GENERAL ENTERTAINMENT

The O'Keefe Centre Presents
 Show of the Week
 Telescope
 In Person
 Tommy Hunter Show
 Front Page Challenge
 Flashback
 Communicate
 Ed Evanko Show

Among regional contributions

Don Messer's Jubilee
 Sounds '68
 Singalong Jubilee
 Moods of Man
 12 for Summer

YOUTH AND SCHOOLS

Through the Eyes of Tomorrow
 Countdown to a Gold Medal
 The Friendly Giant
 Chez Hélène
 Mr. Dress-Up
 Upside Town
 Passport
 Canadian School Telecasts

Among regional contributions

Let's Go

SPORTS

Pan-American Games
 Hockey Night in Canada
 World Curling Championships
 CFL Football
 Canadian Open Golf Tournament
 Canadian Figure Skating Championships
 The Queen's Plate
 1968 Winter Olympics
 Grand National Steeplechase (BBC)
 All-Star Baseball (U.S.)
 Kaleidosport
 University football : The Vanier Cup
 Oxford-Cambridge Boat Race (BBC)

TABLE 4 : Audiences for Some Familiar Programs on the CBC English Television Network

Listed below are the average numbers of persons over the age of 11 in the mid-season audiences to some familiar CBC programs designed primarily for adult-teenage audiences and carried on the full CBC English TV network.

Ed Sullivan	Sunday, 8:00 p.m.	3,510,000
Red Skelton	Tuesday, 8:00 p.m.	3,310,000
Front Page Challenge	Monday, 9:00 p.m.	3,120,000
Hockey Night	Saturday, 8:30 p.m.	3,080,000
Bonanza	Sunday, 9:00 p.m.	2,950,000
Flashback	Sunday, 7:30 p.m.	2,850,000
Green Acres	Sunday, 7:00 p.m.	2,840,000
Carol Burnett Show	Monday, 9:30 p.m.	2,790,000
Don Messer	Monday, 7:30 p.m.	2,750,000
Beverly Hillbillies	Saturday, 7:00 p.m.	2,630,000
Mission: Impossible	Wednesday, 8:00 p.m.	2,570,000
Hogan's Heroes	Thursday, 8:00 p.m.	2,550,000
Show of the Week	Monday, 8:00 p.m.	2,500,000
Wojeck	Tuesday, 9:00 p.m.	2,460,000
Tommy Hunter Show	Friday, 8:30 p.m.	2,290,000
Telescope	Thursday, 8:30 p.m.	2,210,000
Get Smart	Friday, 8:00 p.m.	2,140,000
Man From U.N.C.L.E.	Thursday, 9:00 p.m.	2,090,000
In Person	Saturday, 10:15 p.m.	2,060,000
National News	Daily, 11:00 p.m. (average)	1,860,000
The Way It Is	Sunday, 10:00 p.m.	1,680,000
Newsmagazine	Tuesday, 10:00 p.m.	1,500,000
Public Eye	Tuesday, 10:30 p.m.	1,340,000
Festival	Wednesday, 9:30 p.m.	1,330,000
Twenty Million Questions	Wednesday, 9:00 p.m.	1,170,000

It should be added that among the CBC network programs that, over the past season, were particularly enjoyed by those who watched them were several "specials", also some individual episodes of regular documentary and feature series. These included the 1967 NHL Hockey Playoff series; the broadcast of an International Centennial Debate on Vietnam; several special Centennial programs, A Fair to Remember, a look-back at Expo '67; the Air of Death program on air pollution; a Way It Is program on abortion; the Canadian Armed Forces Tattoo; a Telescope feature on the buffalo; the final day of the 1968 Canadian Figure Skating Championships from Vancouver; the annual Year End Special News Report; coverage of the 1968 Winter Olympics from Grenoble; and several individual programs in The Public Eye, Newsmagazine, Take Thirty and Man Alive series.

Source : The A.C. Nielsen Company of Canada's NTI report for January 1968 : average number of adult plus teenage viewers per average quarter hour, to nearest ten thousand.

French Network Television

It was a busy, boisterous year for the French-language television service. What with Centennial across the land and Expo on the doorstep, there was time only to note en passant the 15th anniversary of Canadian television.

It was a good year, one that ended on a note of optimism as improving audience figures gave the first solid indication that viewers were beginning to appreciate the results of the network's drive to broaden and intensify the appeal of its programs.

There was an increase in the number of programs broadcast in color; the output now covers approximately a third of all programs broadcast during each week. Color production was particularly effective in special Centennial programs and added a value beyond the merely picturesque to the various serial dramas.

Although some new programs were introduced to the schedule, the story is more that of improvements to existing programs, particularly in the lightening of entertainment fare.

QUALITY ENTERTAINMENT

The most popular television program in the province of Quebec during the year was the situation comedy series, Moi et l'autre, but serial dramas continued to draw large audiences. The final chapter of Septième-Nord has been unfolded, but les Belles Histoires still holds its immense following. The authentically "folksy" flavor of the program and the unexpected twists of its plot have been accentuated this year with the adoption of the self-contained, one-hour episode format also shared by Paradis terrestre which was scheduled in the same slot during the second half of the season.

The téléroman Rue des pignons continued to hold the sizeable audience established in its first year.

Another outstanding series, les Beaux Dimanches, opened its doors wide to entertainment and broadcast performances by such well known music hall artists as Aznavour, Jacques Brel, Félix Leclerc and Barbara. De toutes les couleurs and Place à Jacques Normand featured

humor, while the Alcan Theatre staged a number of comedies such as Mr. Blake by Launder and Gilliat, la Petite Hutte and Lorsque l'enfant paraît by Roussin and le Rayon des jouets by Jacques Deval.

Wit spiced les Couche-tard, which aimed its darts at public figures to the great delight of its viewers.

A new game entitled À la seconde quickly won itself a vast following. This was a light-hearted audience participation show in which prizes were awarded to the quick-witted.

Tous pour un, a more serious but no less interesting program, continued to hold the favor of its devotees.

INFORMATION PROGRAMMING

The emphasis on widening the appeal of entertainment programs was complemented by efforts to improve the quality of the educational and informational aspects of programming.

Last year, Téléjournal's extended network of correspondents experimented with a new journalistic approach intended to improve communication with the public, while programs such as Caméra 67-68 and Tirez au clair added to the straight news a documentary dimension which enabled the public to gain a better understanding of current events.

Other distinguished contributions in this field were made by the Dossiers programs, which presented documentaries on the Anatomy of News, on North Vietnam and on Water Pollution, for example.

The program Sel de la Semaine consolidated its position as an information program of the highest standing. Shedding something of its earlier formal character, it achieved considerable success with a new, more relaxed approach which enabled guests to appear at their ease, stripped of the constraining rigidity of the traditional interview shows. Distinguished persons who appeared on the program during the year included Michel Simon, Josué de Castro, Michel de Castillo, Jean Drapeau, Yousuf Karsh and F.A. Savard.

The most significant innovation, however, was the number of *télévision-vérité* sessions featuring freely-expressed group thinking on particular themes. The programs on violence and on money were particularly appreciated, the spontaneity of the impromptu approach enhancing the impact of the program.

The News and Public Affairs service would be comprehensive without special programs designed to document the events and trends in and behind the news. Side by side with documentary productions such as the *50th Anniversary of the Battle of Vimy*, the *War in Vietnam*, the *Arrival of the Queen in Ottawa* and the *St. Jean Baptiste Parade*, other programs took a different, more intimate approach. The series *L'Envers des hommes*, produced in Quebec City, was an excellent example of this technique. Perhaps the greatest successes of the series were the programs *Les Baillargeons* and *Les détroqués*. The Religious Programs department also experimented with this technique. The series *Au bout de mon âge* is typical of the new approach in this area.

The newsmagazine *Aujourd'hui* continued to be enjoyed by the French-speaking audience. Two European "magazines" have attracted viewers as well; *Partout* featured interviews with Orson Welles, Martine Carole and Georges Simenon, while in *Lecture pour tous*, Pierre Desgraupes and Pierre Dumoyet kept up a lively and well-informed review of the literary world.

CULTURE AND EDUCATION

It has always been a matter of CBC policy to present cultural programs and to ensure that these were made available to an ever-growing audience. Productions in the field of drama, music and ballet, which at one time were the prerogatives of the elite, are now enjoyed by large audiences. In line with this policy, *Les Beaux Dimanches*, programmed masterpieces of the stage and concert hall.

In the field of drama, there were color presentations of *Montserrat* by Emmanuel Roblès, a *Jules Renard* program and a Canadian production of Gilles Marcotte's trilogy *Au milieu de la course de notre vie*.

The season was particularly rich musically. The list of major musical productions is headed by Mozart's *Abduction from the Seraglio*, starring Pierrette Alarie and Léopold Simoneau. Other programs included the *Festival estival* series, a summer replacement program for *les Beaux Dimanches*, the Centennial Concerts starring the pick of our Canadian musicians and the program *Hommage à Calixa Lavallée*.

Two music appreciation series deserve special mention: *Wilfrid Pelletier rencontre*, a program featuring interviews, in which the master gives advice to budding musicians, and *Initiation musicale*, hosted by André Van der Noot. These two series and the weekly half-hour of serious music programmed by *Jeunesse Oblige* are proof of the CBC's continuing efforts in the field of musical education.

In addition to its music and drama programming, the CBC also features a number of educational series. *Langue vivante*, which deals with French usage, is making notable efforts to reach a larger audience, *Tour de terre* introduces scientific and technical subjects to a young audience and *Vivre* uses a popular approach to focus the resources of psychiatry on everyday problems. At a distinctly higher intellectual level, other series such as *Conférence*, *Histoire des civilisations* and *Visa pour l'avenir* are capable of attracting quite a large following.

To this considerable output in the field of educational programming must be added programs produced by the CBC in conjunction with the universities and the Department of Education. The list is quite impressive.

At the university level we find programs on *Greek and Roman Civilizations*, *English Literature*, *Introduction to Modern Mathematics*, *Style and Composition*, *Economics*, *Modern Medicine*, *Economic Geography*, *French Literature*, *Religious Sciences* and an *Introduction to Scientific Psychology*.

At the school level, courses include geography, forestry, biology, the history of civilizations, the plastic arts, drafting, physical education and art appreciation. On the average, the CBC schedules about six and a half hours of educational programming a week.

SPECIAL AUDIENCES

CHILDREN AND TEENAGERS

Although there is no shortage of American programs for young people, the French television network has made a point of producing its own series in this field. The reason for this is that the American approach to programming for children is somewhat different from ours. Technically, the imported programs are of a very high standard, but they tend to integrate young people a little prematurely into the adult world. The French network, on the other hand, had endeavoured to be more respectful of the magic of childhood. Perhaps the best illustration of this approach is the program La Boîte à surprises. It has created an enchanted world such as is found in children's classics. Fantasy gives way to straight comedy in the weekly half-hour program entitled Bidule de Tarmacadam.

In La Souris verte, an afternoon kindergarten of the air, the emphasis is on musical training and physical education. Cartoons, once a feature of La Boîte, now have their own slot under the title of Monsieur Surprise.

The chief aim of teenage programming has been to satisfy the thirst for knowledge which characterizes young people. Atome et galaxies and la Vie qui bat are first-class science popularization programs. The first deals with the wonders of the space age and the other, using film sequences shot in Florida and in our Canadian forests, with underwater fauna and flora.

On the entertainment side, the Walt Disney programs, now enhanced by a clever use of color, are still one of the great family favorites, along with the thrilling adventures of Thierry la Fronde and of the Cadets de la forêt.

As always, pride of place in programming for young people goes to Jeunesse Oblige, a versatile program which caters to the many interests of the young and offers everything from the club des Jnobs to chansonniers, classical music, incursions into the adult world, etc.

Another series, Cent millions de jeunes is concerned with the role of youth in contemporary society. Various programs have focussed on London's young generation, on recreation centres, on hippies, on being an MP, etc.

Finally, the program Images en tête has given young film makers an opportunity to try out their skills with an 8mm camera.

WOMEN'S PROGRAMS

Among programs for the ladies, Femme d'aujourd'hui is the counterpart of Jeunesse Oblige. It too is a versatile program, which adapts easily to the many and varied interests of modern woman. Gone are the days when a woman's interests were centred solely on clothes and the kitchen. Femme d'aujourd'hui concerns itself with events political or artistic, with points of law, as well as with home management or interior decoration.

During the summer, Le Beau Sexe surveyed the role played by woman in society, with particular emphasis on the part she can play in the achievement of peace.

SPORTS

Sports was given some prominence in the schedule, including a second Hockey Night on Wednesdays and international sporting events of all kinds on the series Du Sport et des hommes. L'Heure des Quilles was seen occasionally in color.

Two major events dominated the network's sports coverage; the Pan-American Games in Winnipeg and the Winter Olympic Games in Grenoble, France.

FARM AND FISHERIES

On the whole, the farm and fisheries programs continued to be mostly informative and kept pace with the social and technical development that is changing rural life. The series Travaux et les jours and Les Quatre Saisons dealt with many subjects of interest to both city dwellers and farm folk. Under the title Agriculteur de demain, the network presented a series of 13 lectures on the various technological advances which the farmer can expect.

OTHER PROGRAMS

The series d'Iberville, which was produced jointly with other French-language television organizations, was Canada's first incursion into the field of film serials in color.

Feature films were used extensively during the year and there was a place as well for imported film series such as dubbed versions of the American series Hazel, Mission: Impos-

sible and Run For Your Life, and the French series Saintes Chéries, les Fables de la Fontaine and Leçons d'amour conjugal.

Diversity of origin was a secondary characteristic of the year's feature film programming. Instead of relying solely on French and U.S. feature films to supplement the network's Canadian program output, film material was drawn from 20 different countries.

TABLE 5 : FRENCH NETWORK TELEVISION - SOME REPRESENTATIVE PROGRAMS

NEWS AND SPECIAL EVENTS

Téléjournal
 Caméra 67-68
 - Le Conflit palestinien
 - La Faim en Inde
 - Les Élections au Vietnam
 Le 50e anniversaire de la bataille de Vimy
 Ouverture officielle de l'Expo 67
 Notre monde - mondovision
 Arrivée de la reine à Ottawa
 Congrès du parti progressiste conservateur

DOCUMENTARY/DISCUSSION/INTERVIEW

Aujourd'hui
 Le Sel de la semaine
 Tirez au clair
 Deux plus un
 Visite à l'Expo
 Vivre
 Partout
 Dossiers
 L'Envers des hommes

ARTS AND LETTERS

Conférence
 Histoire des civilisations
 Lecture pour tous
 Langue vivante
 Visa pour l'avenir

DRAMA

Les Beaux Dimanches
 - La Grande Oreille
 - Montserrat
 - Ruy Blas
 - Au milieu de la course de notre vie
 - Soirée Jules Renard
 - Tout pour le mieux
 Le Théâtre Alcan
 - Mr. Blake
 - La Petite Hutte
 - Lorsque l'enfant paraît
 - Le Rayon des jouets
 Téléromans
 - Les Belles Histoires
 - Septième Nord
 - Rue des pignons
 - Paradis terrestre
 - Le Bonheur des autres

MUSIC

Les Beaux Dimanches
 - L'Enlèvement au sérail
 - Musique en marche
 - Hommage à Calixa Lavallée
 - Phase I
 - Solistes de Zagreb
 Concert du Centenaire (INCO)
 Initiation musicale
 Festival estival
 Portrait d'orchestre
 Wilfrid Pelletier rencontre

VARIETY

Moi et l'autre
 Les Couche-tard
 Les Beaux Dimanches
 - Aznavour
 - Jacques Brel
 - Colette Renard
 - Marcel Marceau
 - Félix Leclerc
 - Place aux Jérolas
 - Hangar 54
 Du côté de Québec
 Les Cailloux
 Mon pays, mes chansons
 A guichet fermé (Québec)

QUIZ

Tous pour un
 À la seconde

EDUCATION

Cours universitaires
 - Biologie
 - Civilisation grecque
 - Littérature anglaise
 - Initiation aux mathématiques modernes
 - Stylistique et composition
 - Économie politique
 - Géographie économique
 - Civilisation latine
 - Littérature française
 - Sciences religieuses
 - Introduction à la psychologie scientifique
 Cours postuniversitaires
 - Médecine d'aujourd'hui
 Télévision scolaire
 - Géographie
 - La forêt
 - Promenade dans la nature
 - Autrefois les hommes (histoire des civilisations)
 - Arts plastiques
 - Dessin technique
 - Éducation physique
 - L'art et son secret

YOUTH

Jeunesse oblige
 La Vie qui bat
 Atôme et galaxies
 Cent millions de jeunes
 La Boîte à Surprise
 Bobino
 La Souris verte
 Monsieur Surprise présente
 Sautapic
 Bonjour Alain
 Tour de terre
 Le Roman de la science
 Bédule de Tarmacadam
 Ulysse et Oscar

WOMEN

Femmes d'aujourd'hui
 Le Beau Sexe

RELIGION

Panorama religieux
 Il y a un siècle, il y a un jour
 Le Jour du Seigneur
 Actualités religieuses
 À la recherche d'un dialogue
 Au bout de mon âge

SPORTS

La Soirée du hockey
 Du sport et des hommes
 L'Heure des quilles
 Match sur roulettes
 Football canadien
 Nouvelles du sport
 Chasse et pêche
 Baseball
 Prenez le volant
 Jeux panaméricains
 Jeux olympiques d'hiver
 Régates mondiales de Valleyfield

FARMS AND FISHERIES

Les Travaux et les jours
 Les Quatre saisons
 Agriculteurs de demain

FILMS

Ciné-Club
 - Sciussia
 - Rashomon
 - A nous la liberté
 - Gertrud
 - Festival Sacha Guitry
 - Festival Bergman
 Images en tête
 - Festival 8mm
 Premier Choix
 Cinéma du mercredi
 D'Iberville
 Saluez cet homme

OTHER

Émissions du Centenaire
 - Vivre en ce pays
 - Canada-express (Ottawa)
 - Histoire d'une ville
 - Canadiana
 - Spectacle du Centenaire
 - Cent ans de modes
 - Des gens de mon pays
 - Le Poète des gueux
 La Saint-Jean Chrysostome

TABLE 6 : Audiences for Some Familiar Programs on the CBC French Television Network

Listed below are the average numbers of persons over the age of 11 in the mid-season audiences to some familiar programs designed primarily for adult-teenage audiences and carried on the full CBC French TV network.

Moi et l'Autre	Tuesday, 9:30 p.m.	1,900,000
Rue des Plignons	Tuesday, 9:00 p.m.	1,510,000
Belles Histoires	Monday, 8:00 p.m.	1,460,000
Soirée du Hockey	Saturday, 8:30 p.m.	1,190,000
À La Seconde	Thursday, 8:30 p.m.	1,010,000
Soirée du Hockey	Wednesday, 8:30 p.m.	950,000
Les Couche-tard	Saturday, 10:30 p.m.	910,000
Chapeau Melon et Bottes de Cuir	Monday, 9:00 p.m.	910,000
Cher Oncle Bill	Saturday, 8:00 p.m.	900,000
Commando du Désert	Thursday, 8:00 p.m.	870,000
Mission Impossible	Tuesday, 8:00 p.m.	840,000
Premier Choix	Friday, 8:30 p.m.	810,000
D'Iberville	Wednesday, 8:00 p.m.	750,000
Tous Pour Un	Tuesday, 10:00 p.m.	740,000
Les Cailloux	Wednesday, 10:15 p.m.	670,000
Caméra 68	Tuesday, 10:30 p.m.	620,000
Beaux Dimanches	Sunday, 8:00 p.m.	610,000
L'Heure des Quilles	Sunday, 5:30 p.m.	580,000
Affaires de L'état	Friday, 10:45 p.m.	530,000
Vivre	Friday, 10:15 p.m.	530,000
Téléjournal	Daily, 11:00 p.m. (average)	480,000
Tirez au Clair	Thursday, 10:00 p.m.	460,000
Sel de la Semaine	Monday, 10:00 p.m.	440,000
Politique Provinciale	Friday, 10:45 p.m.	410,000
Deux Plus Un	Sunday, 10:00 p.m.	380,000
Partout	Sunday, 4:30 p.m.	360,000
À la Recherche d'un Dialogue	Sunday, 5:00 p.m.	330,000

Source: The A.C. Nielsen Company of Canada's NTI report for January 1968 : Average number of adult plus teenage viewers per average quarter hour, to nearest ten thousand.

TABLE 7 : Analysis of Program Content of CBC
Television Networks in a Winter Week, 1968

<u>Category</u>	<u>English TV Network: Hours</u>	<u>French TV Network: Hours</u>
<u>Information and Orientation</u>		
News and News Commentaries	4:06	4:55
Public Affairs, Talks, etc.	8:30	10:30
Religious	0:27	2:00
Education : formal and informal	13:20	16:55
<u>Light Entertainment</u>		
Music and Dance	4:45	2:55
Drama, Story, etc.	26:00	55:15
Quiz and Games	1:00	1:00
Variety/Music Hall	4:00	2:00
<u>Arts, Letters and Sciences</u>		
Music and Dance	1:00	0:55
Drama, Poem and Story	1:30	0:30
Science Research	-	0:55
<u>Sports and Outdoors</u>	<u>7:00</u>	<u>7:40</u>
Total	71:38	105:30

Program categories are necessarily artificial and often overlap one another. Tables 7 and 8 should, therefore, be treated with considerable caution. Similarly, the breakdown between "network", "regional" and "local" programming is often very complex and the following points must be noted:

- 1) The English television network figures include programs carried on the CBC Limited Network i.e. a network comprising the CBC regional stations and their associated rebroadcasters but not the affiliates.
- 2) The French television network carries in the afternoon and late evening feature films which the individual English stations schedule locally. This accounts in the main for the considerably larger number of hours of "Drama and Story" on the French network.

TABLE 8 : Origin of Programs in Hours on CBC
Television Networks in a Winter Week

	<u>English Network</u>	<u>French Network</u>
Canada	41:38	57:06
United States	29:00	17:14
Commonwealth	1:00	2:00
Foreign French-speaking	-	21:40
Foreign Other	<u>-</u>	<u>7:30</u>
Total	<u>71:38</u>	<u>105:30</u>

NOTE :

- (1) "World of Music", 3:30-4:30 p.m. on Sundays was considered as "U.S." However, on occasion this program could also be Canadian, Commonwealth or Foreign Other.
- (2) The greater number of hours on the French network than on the English is largely due to the French network carrying feature films in the afternoon and late evening, periods when feature films are shown locally on the English network stations. Most of the hours shown under "French speaking" and "Foreign Other" on the French network are such films.

Audience Research

The past year saw the expansion of the CBC's English TV network audience panel to cover a nine-month period annually and the establishment, by March 1968, of a parallel operation for French-language network programs. These audience panels comprise members of the general public (some 2,000 in the case of the English, 1,800 in the case of French-language panel) so selected, by recognized methods of probability sampling, that they represent a proper cross-section of adults and teenagers in each network's potential audience. Panel members provide daily records not only of the amount of their viewing but of their opinions of each of the network programs they happen to have watched that day. These expressions of opinion can vary from a simple indication of the extent to which viewers have enjoyed what they have seen to a more comprehensive account (in response to detailed questioning) of their reactions to different parts of a program, to individual performers or to other aspects of content or format. While whole sections of these panels are discarded regularly to minimize "conditioning" and new samples selected, the panels themselves are continuous. Thus the Corporation is able to keep itself constantly informed on the reactions to its network programs of a representative cross-section of those who actually watch them. Over the past year the information thus obtained has assisted in program planning, in detecting trends in program performance, in forecasting and evaluating the effects of schedule changes, and in various other ways.

Other research conducted in 1967-68 included a national study of public reactions to certain features of television advertising. This revealed almost negligible criticism of commercials for a number of products hitherto assumed by the Corporation to be too "personal" for on-air advertising; this led to a revision of the CBC's list of unacceptable products. At the same time the study confirmed what has long been suspected to be the most widespread of all complaints about TV commercials - namely, the frequency with which they interrupt the continuity of programs. Also found to be fairly widespread, particularly among the better educated section of the community, was the feeling that many TV commercials are so stupid and infantile as to constitute an insult to the viewer's intelligence.

A quite different type of study investigated the reactions of Quebec physicians to a six-part television series of refresher courses for medical practitioners presented for home viewing. The French-language *Médecine d'Aujourd'hui*, co-produced by the CBC and the University of Montreal Faculty of Medicine, and broadcast once a month on Thursday evenings from 11:35 p.m. to 12:15 a.m., dealt successively with the early detection of cancer, psychiatry in current medical practice, stress diseases, obstetrics, clinical anatomy and arthritis. The individual broadcasts drew satisfactorily large audiences averaging around 20 percent of all doctors in the target population, with over 60 percent of these doctors watching at least one of the six broadcasts. Aside from some minority feeling that parts of the course were not sufficiently advanced, audience reactions were on the whole highly favorable and contributed to the decision to proceed with a similar series of TV courses the following year.

Another adult-educational TV study dealt with the reactions of non-English-speaking immigrants to Canada to a CBC-TV six-month course of instruction in the English language, first broadcast for home viewing by the CBC's Toronto station and since carried on other CBC and affiliated stations. The findings of the study, completed a few years ago, were reviewed this year in the light of fresh relevant information, and a new report issued. On the whole a successful pioneer experiment, the research findings nonetheless highlight the very great care and effort that is required, in home-directed educational TV, to maintain the interest and cooperation of the student-viewer throughout a long course of study.

Two separate studies of young people carried out over the past year had quite different aims. One investigated the reactions of teenagers across English Canada to the several distinct elements of format and content of a regionally-produced TV music-variety show featuring young performers. The results of this study are currently being used in the development of an improved series for next season. The other study, of teenagers and young adults in the province of Quebec, which is still in progress, is providing information not only on the listening and viewing practices and preferences of this

section of the population, but on their day-to-day activities and leisure habits and on their attitudes and opinions on a number of major social issues (education, work, religion, the family, etc.), an understanding of which is relevant to the general planning of programs for young people.

Another survey carried out in Quebec examined the extent to which the French Canadian farm community makes use of the various farm broadcasts carried by CBC radio and TV stations, and the degree of their interest in the different types of information and other subject-matter contained in these programs. Special attention was given to eliciting farmers' reactions to Le Réveil Rural, the CBC French radio network's regular mid-day farm broadcast, the form and content of which is being reviewed in the light of the information obtained.

As in previous years, much of the department's work in 1967-68 involved the continuing analysis of audience "ratings" data and other relevant broadcasting statistics in order to take stock of CBC network and station performance and to keep track of developing audience trends. Also as in the past, records of the department's research library, its survey findings and its general store of audience statistics have provided much information in response to requests from outside agencies including federal and provincial government departments, local boards of education, church groups, university staff and students, welfare agencies, U.S. and overseas broadcasting organizations, business firms, advertising agencies, two Royal Commissions, the general and trade press, and others.

English Network Radio

There were hundreds of Centennial programs; four new all-Canadian operas were commissioned and broadcast. The network brought listeners live coverage of the Pan-American Games at Winnipeg and the Winter Olympic Games at Grenoble, France. A further dimension was added to the news service and to religious programming. There was special coverage of the February crisis in Parliament, the leadership convention of the Progressive Conservative Party, the Confederation of Tomorrow Conference and the Federal-Provincial Conference on the Constitution. These are just a few highlights of the busiest year in the history of the English radio network.

NEWS AND PUBLIC AFFAIRS

Encouraged by the success of the half-hour evening news program The World at Six, the network introduced The World at Eight to the morning schedule, adding new vitality to the already popular 8 a.m. newscast. Both of these major news bulletins make extensive use of on-the-spot reports from CBC correspondents in Canada and abroad.

Sunday Morning Magazine's comprehensive round-up of news, features and sports brought listeners a much-appreciated service on the only day in the week when no daily newspaper is available.

A distinctive feature of the network schedule is the large number and great variety of public affairs programs.

The program Five Nights a Week at This Time provided informed comment on subjects of current interest; Conor Cruise O'Brien discussed the Vietnam war, John Saywell the Federal-Provincial Conference on the Constitution, Maxwell Cohen the Parliamentary crisis in February. Soundings produced a series of programs on the social and political mood of people in such Canadian towns as Prince George, B.C., Prince Albert, Sask., and St. Andrew's, N.B., and in another program delved into addiction to gambling.

Arts and Science Journal, a twice-monthly documentary program, studied questions of the day such as "Why bother going into space?", "Is technology dehumanizing us?" and "McLuhanism".

Project '68 provided a series of outstanding documentaries produced under the supervision of Harry J. Boyle; a three-part examination of the Russian Revolution, a look at the National Film Board, profiles of Josh White and W.C. Fields. Cross-Country Check-up provided a forum for listeners anywhere in Canada to voice their opinions on current controversies. The Best of Ideas broadcast highlights from the Ideas series on CBC-FM, including documentaries, talks and discussions on international affairs, literary and scientific subjects. Between Ourselves provided documentaries from and about various parts of Canada, designed to help Canadians get better acquainted.

Court of Opinions provided lively discussions on a variety of questions sent in by listeners. The Fourth Estate dealt with various aspects of journalism. Assignment, six times each weekday, broadcast brief reports on interesting things and interesting people, here and abroad. Matinee, featuring reports from CBC's women's commentators in the different parts of Canada, gave listeners an opportunity to hear people in the news and behind the news, in show-business; in fact, everyone with an interesting story to tell.

In addition to these and other regular programs of a general public affairs character, CBC radio gave its listeners a varied array of special programs. Action for Unity was the theme of the 1968 Winter Conference, sponsored by the Canadian Institute on Public Affairs in cooperation with the CBC. Listeners heard a two-hour special report on the conference which studied possible action that the federal government and the governments of the provinces could take to deter secession of Quebec from Confederation. The program Quebec 8 - Canada 100 covered highlights of the annual assembly of the Estates-General in Montreal and a seminar at York University on the Canada-Quebec dilemma. Full, live coverage of every session in the four-day Confederation of Tomorrow Conference was broadcast. The Massey Lectures featured Nobel Prize-winner Martin Luther King.

The Battle of Passchendaele provided a vivid portrait of the battle, based on the memories of Canadian survivors. Over 12 hours of broadcasts were produced from the Progressive Conservative Convention. An examination of the role the communications media play in the

presentation of political issues and in the making of the politicians who present them was the theme of the Couchiching Conference, sponsored by the Canadian Institute on Public Affairs and the CBC. Seven special programs were broadcast from the conference which featured James C. Hagerty, former press secretary to President Eisenhower; Dalton Camp, president of the Progressive Conservative Association of Canada; Peter Ustinov and James P. Gilmore, the CBC's assistant chief operating officer and Vice-President, Planning.

CBC Tuesday Night continued to bring listeners a wide range of subject matter, sometimes a documentary, public affairs nature; sometimes drama, sometimes music, sometimes a combination of any or all of them. A highlight this year on both the FM and AM radio networks was the broadcast of pianist Glenn Gould's The Idea of North, a documentary drama in which Gould sought to illustrate, through the conversations of people who have lived in the North, different levels of solitude and how enforced solitude affects people. Anthology dealt with literature and the theatre. There were programs for stamp collectors, consumers, businessmen, women at home and women at work, handymen and artists; programs on every conceivable subject and, of course, all those thousands of special Centennial programs.

MUSIC AND VARIETY

The best of the world's greatest music was performed in this country in 1967 by a great many of the world's finest artists and orchestras. The network made it possible for listeners in all parts of Canada to hear a wide selection of these major musical events, many of them from Expo '67's World Festival, in the two series CBC Centenary Concert and Music From Expo. These memorable broadcasts included a concert by the Amsterdam Concertgebouw Orchestra, with Canadian contralto Maureen Forrester as soloist; the Bath Festival Orchestra, with famed violinist Yehudi Menuhin; the Czech Philharmonic Orchestra, La Scala Opera of Milan, the English Opera Group, Orchestre National de l'Office de Radiodiffusion Télévision Française, conducted by Charles Munch; the International Youth Orchestra, conducted by Zubin Mehta, the Toronto Woodwind Quintet, the McGill Chamber Orchestra and many other programs.

As part of its contribution to the Centennial year the network commissioned, produced and broadcast four original operas on themes from Canadian history, by Canadians -- Sam Slick, by Kelsey Jones; The Brideship, by Robert Turner; Grant, Warden of the Plains, by Murray Adaskin; The Rebel, by Harry Somers.

Talent Festival continued its policy of providing broadcast performances by young Canadian musical talent; Music Diary and Concerts From Two Worlds continued as did the series Distinguished Canadian Artists and Friday Concert, with its broadcasts of concerts by the Winnipeg and Vancouver Symphony Orchestras. Once again the Metropolitan Opera Broadcasts were presented on Saturday afternoons - the 34th year for these broadcasts. Symphony Hall presented performances by the Toronto and Montreal Symphony Orchestras. The Age of Elegance provided a portrait of the 16th to 18th centuries in words and music.

CBC Showcase provided the best in light entertainment; Broadway musicals, top Canadian talent and orchestras, revues and internationally famous performers. My Music is a new BBC musical quiz. Good 'n' Country reflected the world of country and western music. The big names in Canadian jazz were presented on Jazz Canadiana. The Russ Thompson Show and Lunch-time Variety featured well-known Canadian singers and musicians. CBC Song Market sought original Canadian songs and in its first year received more than 3,000 entries. The Action Set reflected the "now" sound of the younger generation with interviews and reports on the new rock groups.

The popular Postmark U.K. series was expanded to include the feature Family Favorites which permits people in Canada and Britain to request record selections and send personal greetings to friends and relatives.

DRAMA

Each week, Adventure Theatre broadcast adaptations of famous adventure stories; Jules Verne's Around the World in Eighty Days, the ten-part production of Dickens' A Tale of Two Cities are examples of this year's stories. The Dark Eagle was a 13-week series on the life of Benedict Arnold, written by Joseph Schull.

Midweek Theatre provided a series of hour-long plays from CBC production points in various parts of Canada.

FARM AND FISHERIES

In addition to the regular farm news service on the daily Farm Broadcast, the network carries the weekly program Country Magazine.

The weekly series Yesterdays for Tomorrow concerns itself with public management of lands, forests and wildlife.

RELIGIOUS BROADCASTS

A new, topical, religious magazine program was introduced to the network this year. Concern reflects the churches' involvement in what is happening here and now, emphasizing people, not issues. Produced by the Religious Broadcasts department in cooperation with the Radio Features department, the program has attracted an unprecedented response from listeners in terms of involvement and personal identification with the subjects examined; loneliness, for instance.

Both Hymn Sing and Songs of Faith continue as popular programs representing the old and the new in religious music.

SPORTS

The Pan-American Games, the Winter Olympic Games in Grenoble, France; the Football Association Cup Final from Wembley Stadium in London, the Grey Cup Game in Ottawa, the Stanley Cup play-offs; these are just a few of the major sporting events broadcast live by CBC radio during the year.

The NHL Hockey Broadcasts continued on Sundays. The Sound of Sports offered a wide-ranging weekly magazine of international sports news, direct reports and features. Amateur and junior sports got special attention in Sports Beat for teenagers. There were frequent, daily reports of sports news. As Big As All Outdoors was designed to meet the interests of hunters, fishermen and campers.

PROGRAMMING FOR YOUNG PEOPLE

The very popular Action Set series continued on the network during the year and was joined by three new series, The Kids' Show, It's Debatable and Adventure Theatre.

Canadian School Broadcasts for in-classroom use included Patterns in Hamlet, Voices in the Wild, Power of Words and Canadian Writers. History and literature were combined for study in two series; Behind the Man, a presentation of the biographical process illustrated in the documentation of the lives of great Canadians and Canadian History in Story.

TABLE 9 : ENGLISH NETWORK RADIO - SOME REPRESENTATIVE PROGRAMS

NEWS AND SPECIAL EVENTS

The World at Six
The World at Eight
Sunday Morning Magazine
National News
From the Capitals
From Our Own Correspondent
Canadian Centennial
Progressive Conservative Convention
Constitutional Conference
Confederation of Tomorrow Conference
Installation of the Governor General
State funeral of the Rt.Hon. Vincent Massey

CURRENT AFFAIRS, INFORMATION

In Canada This Week
Capital Report
Agenda
Cross-Country Check-Up
Project 68
Matinee
Soundings
Five Nights a Week at This Time
Country Magazine
CBC Farm Broadcasts
The Nation's Business
Quebec 8 - Canada 100
Indian-Métis Talk-In
Couchiching Conference : The Image or the Issue?
Massey Lectures : Tradition and Revolution

Among regional contributions

Looking Through the Papers
Between Ourselves
Shop Talk
Indian Magazine
Preview Commentary

ARTS, SCIENCE, RELIGION

Anthology
The Fourth Estate
The Arts and Science Journal
Concern
Christian Frontiers
CBC Tuesday Night
Canadian Short Stories
Pratley at the Movies
The Best of Ideas
The Age of Elegance
A Touch of Greasepaint

Among regional contributions

Songs of Faith

DRAMA

CBC Stage
Summer Stage
CBC Tuesday Night
The Dark Eagle

Among regional contributions

Midweek Theatre
Mystery Theatre

MUSIC

Symphony Hall
CBC Talent Festival
Distinguished Artists
The Folk World
Opera Time
CBC Celebrity Recital
Metropolitan Opera
Concerts from Two Worlds
Choirs in Concert

Among regional contributions

Halifax Symphony Orchestra
Jazz Canadiana
CBC Winnipeg Orchestra
CBC Vancouver Chamber Orchestra
Music Diary
CBC Metronome

GENERAL ENTERTAINMENT

Hermit's Choice
Assignment
Now I Ask You
Postmark U.K.
The Max Ferguson Show
Continental Rhapsody
Coneybeare and Company
The Russ Thompson Show
CBC Song Market
Court of Opinions
Carl Tapscott Singers
The Juliette Show
Music on the Heather
Playback

Among regional contributions

CBC Showcase
Sounds Western
Good 'n' Country
The Ramblin' Man
Holiday Beat

YOUTH AND SCHOOLS

The Action Set
The Kids' Show
It's Debatable
Top Team
Adventure Theatre
National School Broadcasts

SPORTS

Pan-American Games
NHL Hockey
World Cup Ski Meet
RPM
Grand Prix of Canada
Mosport 200
Canadian Open Golf Tournament
Canadian Curling Championships
1968 Winter Olympics
World Curling Championships
Queen's Plate
Boxing : Chuvalo-Frazier
F.A. Cup Final (BBC)
The Sound of Sports

French Network Radio

During the past year, radio further adapted itself to changes in the listening habits of Canadians, brought about by extended TV schedules and by the proliferation of transistor portables. Radio's present aim is to complement TV and to offer the individual listener a personal type of programming which he can pick up on his portable or on his car radio.

THE NEWS

A frequent, complete and up-to-the-minute news service being one of radio's objectives, four daily editions of Radiojournal are rounded out by news bulletins broadcast hourly, whenever possible. Supplementing the news, radio supplies information programs in the broader sense such as Commentaires, a news commentary which ties in closely with world social and political scene and d'Un océan à l'autre, which covers the news from the provincial capitals.

However, the cornerstone of our information programming is still the newsmagazine Présent, with its three daily editions, in which a team of spirited and perceptive newsmen scrutinize the events of the day, both on the Canadian scene and inside Quebec. Together they have developed a style of journalism particularly well adapted to radio as a medium.

Lastly, radio offered the public documentaries and in-depth reports of the main events in Canadian life. Images du Canada featured a detailed tour of Expo 67's theme pavilions, and Présent dimanche, with its reviews of the weekly press, kept its listeners in touch with regional happenings. Radio also provided full coverage of such events as the St. Jean Baptiste Parade, the Conference of the Canadian Institute on Public Affairs and the Constitutional Conference.

Other programs, less concerned with the daily news, deserve mention on account of their historical setting: l'Histoire comme ils l'ont faite (Bourassa, MacDonald, Riel, Laurier, etc.) and Au jour le jour; their scientific content: Documents, Connaissance d'aujourd'hui and la Cybernétique et nous; their social-economic value: Capital et travail; or their human interest: Un homme vous écoute in which everyone shares the benefits of psychiatry.

PUBLIC SERVICE

With the new trend in listening patterns, radio is in a position to give a particular type of public service. It can inform the community about highway conditions, plane and train arrivals and departures, the calendar of cultural events, the weather. The network accordingly rearranged its programming to give each station an opportunity to render this type of service. The morning show À la bonne heure successfully blends the pleasant with the useful by interspersing notices with popular music and lighthearted banter.

These very practical services are an indication of the spirit of public service which underlies a very large proportion of radio programming.

SPECIAL AUDIENCE PROGRAMMING

Radio programmers are very attentive to the requirements of their feminine audience, since women at home are within easy reach of their radios. Most daytime programming is more or less aimed at women, but certain programs such as Fémina and Enfin seule, directed particularly at the woman in the home, seek to inform and entertain her in a manner adapted to the psychology, aspirations and needs of modern woman.

Réveil rural, a documentary type of program and Jardins plantureux, jardins fleuris cater to the interests of the farming population.

Each Saturday morning, Tante Lucille returned to delight the children, who also thrilled to the series le Marchand de sable and Aventures and followed le Magazine des jeunes.

The musical tastes of teenagers were catered to by programs such as Chansonniers à la ronde, Salut les copains, J'ai tant dansé and Danses et cadences. In Radio-Transistor, the disc-jockey host added a new twist to the usual type of show by reading letters from his listeners. Judging by the volume of mail he receives, the program undoubtedly "communicates" with its audience.

Radio's spirit of public service has always been particularly apparent in the arts and in literature.

MUSIC

On the average, AM radio programs approximately 27 hours of serious music a week. Obviously, such a considerable output cannot be produced live but, during the past year, nine hours of recorded music were replaced by programs which were at least partly live.

First mention must go to the symphony concerts under the titles The CBC Orchestra, l'orchestre de chambre de Québec and Concert du Mercredi. Live opera was also heard on Metropolitan Opera, Une loge à l'opéra and Bel Canto, which featured some of the finest voices of the musical stage.

The CBC makes a point of giving special emphasis to Canadian music and musicians. Many Canadian musicians, singers and instrumentalists were afforded the opportunity of being heard over the network on programs such as Récital de Montréal, Récital du dimanche, Récital du réseau and Récital d'orgue. Beginners were also given a chance to make their mark on Premier pas and Concours national de Radio-Canada.

While Canadian music was specially featured on Musique canadienne de piano, most of the concerts broadcast included some Canadian works, such as Concerto pour cor by Pierre Perrot, Sonate by Alain Gagnon, Suite pour piano by Alexander Brott, Séjour à Saint Sauveur by Maurice Boivin, Pièce concertante no 5 by Jean Papineau-Couture, Armana by Harry Freedman and Illumination I by Otto Joachim.

Finally, Musique des nations and Au chant de l'Alouette specialized in folk music.

LITERATURE

Among the programs devoted to literature Des livres et des hommes covered the literary news, Enfance d'écrivains told about the childhood of the masters of French literature and Chronique de l'entre-deux-guerres recalled the chief literary events of the 1920-1940 period. In this field, one of the most notable programs of the year was undoubtedly Gala de la poésie, broadcast live from the Expo Theatre, while the program Les grands romans pleased its public with dramatizations of well-known novels.

Literature and language go hand in hand, and the weekly radio program La Parole est d'or leads the crusade for the defence of good French usage. On the feast of St. John Chrysostome, several programs celebrated International French Day by featuring the campaign organized by the CBC and Publicité-Club for better standards of usage.

DRAMA

Contrary to expectations, television has not supplanted radio as a medium for dramatic expression, as is proved by the success of the series Sur toutes les scènes du monde. Plays heard on this series included Mer Libre by Emmanuel Roblès, les Mouches by Jean-Paul Sartre, le Célébataire by Turgenev, Andromaque by Racine and les Taupes by the French-Canadian playwright François Moreau. During the summer season Théâtre d'été presented several masterpieces of the French theatre, while Petit Théâtre offered lighter dramatic fare. A new series, Studio d'essai, specialized in items from the Canadian experimental theatre, including Une chèvre perdue by Marcel Cabay and Voie royale by Louise Darios.

Finally, as a public service, the CBC broadcast Faisons de la musique, an educational program of music appreciation and À vous la parole, a program on spoken French. University of the Air offered a series on French Canadian Literature and another on the History of Modern Philosophy. The FM network programmed a series of summer courses for teachers on such subjects as Anthropogeography, Ancient History, an Introduction to French Canadian Literature and the History of New France.

PUBLIC PARTICIPATION

In radio, lack of public participation has been all too common and to remedy the situation radio is now inviting the public to some of its broadcasts. The presence of an audience is an important factor in programs such as Chez Miville, which has now completed its tenth year, and Place aux femmes. Thanks to the presence of the public, these programs achieve a liveliness and a dynamic quality which would otherwise be beyond their reach.

Other programs take the road to meet their audience. This is true of the travelling show Deux villes, une musique, of certain programs in the Présent series and of the excursions made by Tante Lucille. CBC radio has also used the hot-line format, in which the public calls the moderator on the telephone. Le Père Legault, a radio question box, and Place publique which considers the political scene, have achieved remarkable success with this format.

A NEW APPROACH

As a result of many experiments, radio is gradually developing a style all its own. This new, intimate, relaxed and confidential approach is characteristic of some of the very best documentaries, among which were the series Ni ange, ni bête, which was so rich in human

interest, Faire sa vie and De mémoire d'homme. The various religious broadcasts, and L'Autre rive in particular have adopted an approach which is truly suited to the medium.

Variety has also cast away the somewhat stiff and traditional CBC style of yesteryear and adopted a more personal approach. Le Cabaret du soir qui penche, perhaps the best example of this new style, is closely followed by Sur quatre roues, D'une certaine manière, with its touch of satire, Ad lib, and À chacun son tour.

FM RADIO

The major successes and musical productions of the AM program are also broadcast on FM. Nevertheless, FM still requires some remodelling, and this will be a priority project during the coming season.

TABLE 10 : FRENCH NETWORK RADIO - SOME REPRESENTATIVE PROGRAMS

NEWS AND SPECIAL EVENTS

Radiojournal
Commentaires
les Coulisses de l'actualité
Conférence constitutionnelle
Conférence de l'Institut canadien des affaires
publiques
D'un océan à l'autre

DOCUMENTARY/DISCUSSION/INTERVIEW

Présent
Place publique
Ni ange, ni bête
Faire sa vie
Du Saint-Laurent aux sources françaises
Carnets de l'Expo
Connaissance d'aujourd'hui
la Cybernétique et nous
le Monde en marche
De mémoire d'homme
Documents
Mythes et monstres sacrés
Capital et travail

ARTS AND LETTERS

Des livres et des hommes
la Parole est d'or
Enfance d'écrivains
Chronique de l'entre-deux-guerres
Gala de la poésie
Nouvelles inédites
la Semaine des arts

DRAMA

Sur toutes les scènes du monde
- Mer libre
- la Jalousie
- le Célibataire
- le Point H
- les Taupes
Théâtre d'été
- le Misanthrope
- Mon Faust
Petit Théâtre
Studio d'essai
Les Grands Romans
Marie Tellier, avocate
Visages de l'amour

MUSIC

l'Orchestre symphonique de Radio-Canada
l'Orchestre symphonique de Toronto
l'Orchestre de chambre de Québec
Concert du mercredi
l'Heure du concerto
Symphonies du matin
Récital du réseau
Récital de Montréal
Récital du dimanche
Récital d'Orgue
l'Opéra du Metropolitan
Une loge à l'opéra
Bel Canto
Concerts de musique de chambre
le Chant du Monde
Musique de notre siècle
Chronique du disque
Musique des nations
Musique canadienne de piano
Concours national de Radio-Canada
la Musique ouvre l'oeil
Premiers pas
l'Assiette à musique

VARIETY

Chez Miville
Deux villes, une musique
le Cabaret du soir qui penche
Sur quatre roues
Salut, les copains
Visite aux chansonniers
les Joyeux Troubadours
À la bonne heure
Chansonniers à la ronde
D'une certaine manière
Jazz en liberté
Au temps du 78 (Chicoutimi)
Radio-transistor
Danses et cadences

QUIZ

Match intercités
la Sole dorée

YOUTH

Tante Lucille
le Marchand de sable
Aventures
le Magazine des jeunes

EDUCATION

Cours universitaires
- Littérature canadienne-française
- Histoire de la philosophie moderne
- Géographie humaine
- Histoire de l'antiquité
- Initiation à la littérature canadienne
française
- Initiation à l'histoire de la Nouvelle
France
Radio scolaire
- Faisons de la musique
- À vous la parole

WOMEN

Place aux femmes
Fémina
Enfin seule!
Talon d'Ève

RELIGION

le Père Legault
l'Autre Rive
Prière du matin
Recueillement
Méditation

SPORTS

Radio-hockey
En plein air
l'Homme au jeu
Nouvelles du sport
les Jeux Olympiques de Grenoble

FARMS AND FISHERIES

le Réveil rural
Jardins potagers, jardins fleuris

OTHER

Centenaire
- l'Histoire comme ils l'ont faite
- Femmes célèbres du Canada
- Au jour, le jour
- Métiers et traditions du Canada
- les Grandes Heures du Canada
- Classiques à la mode
la Saint-Jean-Christophe

TABLE 11 : Analyses of Program Content of CBC Radio Networks in a Winter Week, 1968.

<u>Category</u>	<u>English AM Networks</u>		<u>French AM</u>	<u>English FM</u>	<u>French</u>
	<u>Regional</u>	<u>National</u>	<u>National</u>	<u>National</u>	<u>FM Station</u>
<u>Information and Orientation</u>					
News & News Commentaries	5:24	11:56	11:39	0:18	4:02
Public Affairs, Talks, etc.	4:13	19:54	11:21	5:30	-
Religious	-	-	4:10	-	-
Education : formal & informal	6:25	4:08	12:15	-	6:00
<u>Light Entertainment</u>					
Music and Dance	14:39	10:50	31:22	28:24	24:06
Drama, Story, etc.	-	4:19	5:05	1:15	-
Quiz and Games	-	1:27	0:30	0:27	-
Variety/Music Hall	-	0:57	3:45	0:30	-
<u>Arts, Letters and Sciences</u>					
Music and Dance	4:56	13:24	21:39	40:30	48:38
Drama, Poem and Story	0:27	4:09	1:58	1:57	-
Criticism of Arts	-	0:30	1:00	0:30	-
<u>Sports and Outdoors</u>					
	3:04	3:15	4:55	-	-
<u>Total</u>	<u>39:08</u>	<u>74:49</u>	<u>109:39</u>	<u>79:21</u>	<u>82:46</u>

Program categories are necessarily artificial and often overlap one another. Table 11 should, therefore, be treated with considerable caution. Similarly, the breakdown between "network", "regional" and "local" programming is often very complex and the following points must be noted :

- 1) The English AM radio network often splits into regional networks to carry similar type programming e.g. all regions may carry regional farm programs. The table gives figures for the national AM English radio network and, as a representative example, the mid-east Regional Network. Total of the two networks is comparable to the French AM network which does not split in a similar way.
- 2) There is as yet no French FM network, and the figures given here are for CBF-FM, Montreal. -- Apart from CBF-FM, no figures for purely local programs are included in the table.

Regional and Local Programming

Across the land, CBC radio and television centres serve their communities, large and small, in many ways. They cover local events and problems in news and discussion programs; they provide broadcast exposure for local writers and performers; they bring the national service to the community and in their contributions to the network they reflect the sights and sounds, the character of their area, to the rest of the country, thus helping all Canadians to know more about one another. Never was this more true than during the Centennial when all Canadians displayed a heightened interest in their nation and each other.

The flexibility of the medium is such that the regions are able to play a particularly important role in network radio. The English radio network this year, as it has for many years, devoted two hours each Wednesday night to programs solely from the regions: Midweek Theatre added stimulus to the trend in regional points towards increased production of drama for radio, giving network exposure to local and regional production of plays. Between Ourselves on the radio network carried documentary and interview programs highlighting the diversity of interests of the regions; a significant program in this series was the two-hour special Father Joey '49 in which Premier Smallwood told the story of Newfoundland's entry into Confederation; extensive use was made of recently-discovered recordings of the debates which took place in Newfoundland in the months preceding the decision to join the Canadian Confederation.

The regions make significant contributions to the national TV networks, too. In addition to their network participation, however, they perform an important local, provincial and regional role. All the regions had a great volume of Centennial work this year as part of CBC's total involvement in the nation's celebrations but it was a year, too, of substantial enrichment of local and regional programming.

The move towards establishment at each regional centre of a topical, controversial, local public affairs program at the supper hour made further progress during the year and results have been most satisfactory in helping stations to establish closer rapport with the communities they serve. These programs, which attract

substantial audiences, serve as well as a lead-in to the evening network schedule.

REGIONAL COOPERATION

In addition to distribution on the networks, locally-produced programs are also seen by people in other parts of the country as a result of a system of program exchanges; again this year more than 3,000 programs were exchanged between regions. Vancouver's Klahanie and Cuisine, Winnipeg's Pan-Americana, Ottawa's Horizon '67, Montreal's Shoestring Theatre and Halifax's A Man and His Music are but a few of the series in this category.

This mutuality of interest led the regional program directors in Centennial year to plan and produce the television series A City's Story in which local production teams were given a mandate to film their own city; the result was 16 programs broadcast on the English television stations, on the French TV network and on seven English-language TV stations affiliated with the CBC English network.

Additionally, Reach for the Top, a competitive quiz program featuring teams of high school students, brought together young people from every region of Canada to compete in the Reach for the Top national finals at Expo '67. Ottawa's Rideau High School team won the contest and \$2,000 in scholarship funds for their school; second place was won by the Manitoba finalists from West Kildonan Collegiate who received \$1,000 in scholarships for their school.

The exchange system gives producers, artists, writers and musicians exposure in areas other than their own community. It also reduces the requirement by regional centres to buy non-CBC film programs. Exchange programs are available to - and many are sought by - the affiliates and, indeed, to non-affiliated stations provided the local CBC station is not using them.

Through their contributions to the networks, by exchange of programs with other regions, by news coverage, special documentary programs and live broadcasts, the CBC radio and television staff and facilities provide an active bond between people in all parts of Canada.

TABLE 12. Regional and Local Programming - Some Representative Programs

	TELEVISION	RADIO		TELEVISION	RADIO
<u>NEWFOUNDLAND</u>			<u>MONCTON</u> (French)		
ST. JOHN'S	All Around the Circle Songs by the Sea A Time for Music Variety Showcase Here and Now Land and Sea Razamataz Reach for the Top Land of Cain Moving House Cliffs of Baccalieu Atlantic Conquest	Of Ships and Men Regional Roundup The Rovers Asa Newfoundland Radio Theatre Sing Praise CBC Weekly Spotlight The Now Sound Newfoundland School Broadcasts Sights in Sound			L'Actualité régionale Chronique d'une saison Les Sages-d'aujourd'hui Ensemble compagne Pointe de vue Récréatif Discophilie La grande Parade Musique SVT au Chant de l'Alouette
GRAND FALLS		Church Services Spotlight on Sports Central Newfoundland News Matters of Interest Generally Speaking Conversation and Music	<u>QUEBEC</u>		
GOOSE BAY	Thought for Today Regional Roundup In and About Town Miscellany Sports Church Services Mokami Mountaineer		MONTREAL (English)	Seven on Six Tween Set Reach for the Top Calendar Quebec School Telecasts Teleplay Would You Believe Let's Talk Music Sports Magazine The New Generation Fine and Dandy Kiddies' Rendezvous	Young World Atrium Let's Talk It Over Concert Time Plain Talk CBM Magazine Town Talk Music and Metaphor Clergymen Confront the News Province in Print Sports Quest Sights and Sounds
GANDER		This is Your Community Be Our Guest Teen Talk Church Services The Melody Trio Out and About Morning Gazette	MONTREAL (French)	le Téléjournal le Supplément régional	Radiojournal
CORNER BROOK	Day by Day Hobby Shop Chapel of the Air Show Time Women's Page In the Public Interest Panorama Musical Double Tops Kiddies' Corner	Morning Devotions Invitation to Worship Doris Jones Sights and Sounds CBC Weekly Regional Roundup Church Services Spotlight on Music Local News	QUEBEC CITY (French)	Réclat Variations Hebdo-sport Rond-point Sur la place Télémagazine Nouvelles du sport Nouvelles régionales Météo le Supplément régional Esquise	Bonjour chez vous Bonjour les sportifs le Matin d'aujourd'hui au Fil de la chanson Présent métropolitain Nouvelles locales Chronique sportive Retenez ces noms Atelier '67 - '68
<u>MARITIMES</u>			CHICOUTIMI (French)		Réveille matin Chronique sportive la Boîte à chansons Miroir d'ève Annonces communautaires Présent Occupons-nous de nos affaires Notre artiste invité Match intercollège Petit théâtre de CBJ Sur quatre roues Nouvelles régionales
HALIFAX	Gazette Interrogative 3 Hi-Society Homebase Maritime Gardener Reach for the Top A Man and His Music Fisherman's Log Nova Scotia School Telecasts Sportsman's Almanac CBC TV News Church Services	Almanac Radio Repertory Maritime Magazine Neighbourly News Maritime Gardener Sports Scene Opinion Atlantic School Broadcasts CBC News Music for Sunday Lift Up Your Hearts The Al Foster Show	<u>ONTARIO</u>		
SYDNEY		Cape Breton Chronicle CBI Presents Campus Comment Church Broadcasts Be My Guest Market Basket We Come for to Sing Cape Breton Billboard Jack and Dave's Place Plain Talk Swinging Scene March of Concern	TORONTO (English)	The Day It Is Reach for the Top Cousin Bill Night Metro Ontario School Telecasts M.E.T.A. School Telecasts Luncheon Date Sports Magazine Country Calendar Church Service Cinema Six This Business of Farming	Introducing Let's Find Out Safety Clinic Gerussi's Bruce Smith Show Metro at Mid-day Ontario School Broadcasts Don Sims Show This is Robert Fulford Farm Broadcasts At Ease with Elwood Glover
FREDERICTON AND SAINT JOHN		Music and the Arts Legislature Report Campus Beat Variety Magazine Farm Fare Chick Webb and the Topnotes Skiers Guide N.B. Sports Lift Up Your Hearts CBC News Playtime Market Basket	TORONTO (French)		Bonjour Radiojournal Feu à volonté Gens du Sud Salut, les Copains D'Une fenêtre Sur quatre roues Présent Match intercollés

	TELEVISION	RADIO		TELEVISION	RADIO
OTTAWA (English)	Something Else Living Variety Portraits Hi Diddle Day The Hill Reach for the Top Sports Huddle At the Ex Scene Four Ottawa School Telecasts Night Final Church Services	The Public Pulse The Third Eye Men Behind the News Summer Festival Concerts Ski Trails Gallery Concerts Arranger's Showcase A Thought for Today University Concerts Mac's Music	CALGARY		Interfaith Pavilion Guest Appearance People with Purpose Microscope The Faculty Room You Said It CBR Playhouse The Passing Show Music Museum Nightcap The Calgary Beat School Broadcasts
OTTAWA (French)	Coup d'oeil Sur le vif Profils de chez-nous À l'Expo Nouvelles locales Dernière édition Nouvelles sportives Sport atout la Boîte à chansons	Concerts de la galerie nationale Récital Variété Tous droits réservés Sur quatre roues la Ville s'éveille Pause-matin Nouvelles locales Les deux poids sur terre Présent Festival d'été	EDMONTON	On the Scene Dimension Alberta Report Alberta School Telecasts Music in Miniature From the Sidelines Our World Trailriding Troubadour Michelle The Game of Scouting Stu Davis Show	Alberta School Broadcasts Eye on Campus The Buddy Victor Show In Other Words Family Worship Farm Broadcasts Edmonton Little Symphony Colin MacLean Show Chronicle Tempo Opera Highlights All That Jazz
WINDSOR		Big As All Outdoors Great Music of the Church Great Voices of the Past Windsor Forum Windsor Symphony Orchestra If You Ask Me All That Jazz Sun Parlour Gardener Long Ago Yesterday Farm and Home Hour	BRITISH COLUMBIA		
			VANCOUVER (English)	7 O'Clock Show Home Edition Studio Pacific Skiscene Sportscene Klahanie Cuisine Reach for the Top Provincial Affairs About Town Lance's Jazzhouse Country Calendar The Enterprise	Critics on Air Counterpoint Wonderful World of Old Records Hidden Pages of the Air Music in G 51st North An Evening Concert B.C. Gardener Neighbourly News My Favorite Things Vancouver Theatre
PRAIRIES			VANCOUVER (French)		au Tableau vert 15 Minutes avec Concert le Français chez vous
WINNIPEG	This Business of Farming Opening of the Legislature Around Town Manitoba School Telecasts Reach for the Top The View from Here The View of a Few Football Huddle Gardening with Stan Country Calendar Pan-Americana The Miriam Breitman Show	Neighbourly News Prairie Gardener Guesting with Mitch Farm Broadcast The Passing Show Prairie Sports Final Life and Literature School Broadcasts Music on Campus Ramblin' Man Talkback Brodie's Britain	PRINCE RUPERT		Seven Sisters Special Rupert Calling Message Period Sports Roundup Showtime Music of Other Lands Late Concert Local News
REGINA		Training for the Future Science for the Layman Plus Four Nightcap Saskatchewan Showcase Keyboard Artists Saskatchewan Writers in Review Varsity Profile Scanning Saskatchewan Saskatoon and Regina Symphonies School Broadcasts Summer School Concerts			

TABLE 13 : Hours of Local and Regional Programming on Nine English Language CBC Television Stations in a Normal Winter Week, by Station.

	<u>Hours</u>
St. John's	43:35
Cornerbrook	32:00
Halifax	44:20
Montreal (English)	41:30
Ottawa	35:35
Toronto	47:55
Winnipeg	34:07
Edmonton	40:31
Vancouver	<u>31:39</u>
Total	<u>351:12</u>

TABLE 14 : Hours of Local and Regional Programming on Nine English Language CBC Television Stations in a Winter Week, by Program Category.

<u>Information and Orientation</u>	<u>Hours</u>
News and Special Events	25:19
Community	11:25
Documentary and Discussion	34:45
Religious	2:30
Education : Formal and Informal	31:45
 <u>Light Entertainment</u>	
Quiz and Variety	8:00
Drama, Story, etc.	169:51
 <u>Sports</u>	22:10
 <u>Other</u>	
Youth	17:45
Women	15:07
Serious Music	3:45
French	<u>8:50</u>
 Total	<u>351:12</u>

TABLE 15 : Some Local Public Affairs Programs and Their Audiences on CBC
Stations, January, 1968

<u>CBUT, Vancouver</u>	Seven O'Clock Show	162,300
<u>CBXT, Edmonton</u>	On the Scene	63,400
<u>CBWT, Winnipeg</u>	The View From Here	92,800
<u>CBLT, Toronto</u>	The Day It Is	203,000
<u>CBOT, Ottawa</u>	Something Else	60,000
<u>CBMT, Montreal</u>	Seven On Six	111,500
<u>CBHT, Halifax</u>	Gazette	75,200

Special Services

Northern Service

By the end of 1967 the Northern Service was broadcasting on medium wave to 29 communities in the Yukon and Northwest Territories and in northern areas of five provinces; and on short-wave to the High Arctic.

The Northern Service has six program centres - Happy Valley, Labrador; Yellowknife, Inuvik and Frobisher Bay, N.W.T.; Whitehorse, Y.T.; and Churchill, Manitoba. All except Frobisher Bay are connected to the national radio networks.

During the year LPRTs were added to the Yukon Network at Swift River and Clinton Creek. When an LPRT is built at Carmacks, Y.T., next year, practically the entire population of the Yukon will be served by CBC radio.

There are plans to build LPRTs at Fort Providence and Fort Good Hope in the Northwest Territories. These will be part of the Mackenzie Network which extends from Uranium City in Northern Saskatchewan to Inuvik in the delta of the Mackenzie River. Its program centre is at Yellowknife.

There are plans to extend the radio network in Northern Quebec and Labrador to the site of the new hydro-electric project at Churchill Falls.

The first CBC frontier television station, the experimental "Frontier Package", was established at Yellowknife in 1967. Its success has opened the way for extension of a television service to similar communities throughout the North. At present the "Frontier Package" is designed to broadcast four hours of videotape a day.

The Northern Service is responsible for the French and English program schedules of the Iron Ore Company's television stations at Labrador City, Newfoundland, and Schefferville, Quebec.

PROGRAM SERVICE

Radio, until this year, was the only medium of mass communication in the North. As such it has had to provide a program service to meet the special needs of people in the North. Its schedule combines local programs-news, public affairs, reports on weather, flying, roads, rivers, trapping, etc., with national network programs - drama, variety, national public affairs, news, etc. Television will provide a great deal of the popular entertainment lacking on radio today and leave more time for local community programs, especially for Indians, Eskimos and Métis.

At present programs for these audiences in their own languages as well as English consist of personal messages, e.g. between patients in hospitals "outside" and their families at home, and between members of families separated on trap lines and/or on journeys; folktales; news and public affairs.

The experiment which the Northern Service carried out in 1966 in the Mackenzie Delta in cooperation with the Indian-Eskimo Association of broadcasting discussions among Indians and Eskimos in their own languages, where necessary, was continued there and extended to the Yellowknife area. It is hoped, as this program develops, that it will spread throughout the North.

The Northern Service radio carries all the principal national network programs - The World at Six, Matinee, NHL Hockey, news, public affairs, music.

News editors were appointed at Whitehorse and Yellowknife in 1967 to develop regional news services for the Yukon and Mackenzie Networks and to report on Northern news to the newsrooms "outside".

The Northern Service made 300 contributions to national radio programs during Centennial year. It produced Centennial programs of its own: CBC Centennial Nights, consisting of local musical and variety talent and high school debates staged in more than 20 communities.

A special Centennial project was the program Innuït (The People), consisting of 26 half-hour broadcasts in Eskimo. Material for them had been recorded by Peter Murdoch in the course of a trip by plane with Farley Mowat across the Arctic.

The weekly program Indian Magazine, the only national program for and about Indians, improved its content and extended its audience although it is not carried on the national network. Johnny Yesno, an Ojibway Indian actor, who gave an outstanding performance in one of the Wojeck television series, became host and associate producer of the program.

Armed Forces Service

The Armed Forces Service provides CBC radio and television programs to the Department of National Defence for Canadian servicemen and their dependents in Europe, Africa, Asia and Northern Canada and to Canadian Forces' ships at sea.

Recorded radio programs are supplied to broadcasting stations of the Canadian Forces in West Germany whose managers and program directors are CBC personnel on loan to the Department of National Defence.

News and sports reports are broadcast by shortwave from Canada for relay on the military radio stations.

Canadian Forces' ships at sea are provided with tape recordings of CBC programs for broadcasting on their public address systems.

A weekly package of television programs is provided to the Department of National Defence for distribution among remote Canadian Forces' bases in Northern Canada and abroad.

The Armed Forces Service acts as liaison between the Department of National Defence and the CBC in providing concert parties to entertain members of the Forces and their dependents at military bases in Canada and abroad.

These concert party tours provide recorded program material for radio and television programs broadcast on the national networks.

During 1967 the CBC organized a Centennial Concert Party which visited locations in Europe, Africa and Asia where Canadian Forces are posted. A concert party to the Gaza Strip landed there just as hostilities broke out. In December a concert party destined for Cyprus had to be diverted to Germany because of the outbreak of hostilities on the island.

Concert parties from the English and French networks gave shows at bases in Manitoba, New Brunswick, Saskatchewan and at Alert on the northern tip of Ellesmere Island. This last group also performed in Thule, Greenland, for American forces there.

Radio and television programs were produced from recordings made on the tours.

TABLE 16 : NORTHERN SERVICE - SOME REPRESENTATIVE PROGRAMS

REGIONAL	<p>Indian Magazine Topics North Speaking of Co-ops... Points North Northern Messenger About the North Northern News and Weather</p> <ul style="list-style-type: none"> • Innuit (Eskimo) • Young World • Hank Karr and the Yukon All-Stars 	CHURCHILL	<p>Rendez-vous Newsbeam Churchill Spotlight Children's Stories Sounds Easy Uqausi (Eskimo) Inunut (Eskimo) Cree Program (Indian) Club 1230 The Today Show Let's Go Country Cook'n Country</p> <ul style="list-style-type: none"> • Singout • Swingout • Churchill : A History
WHITEHORSE	<p>Bright and Early CBC News - Yukon Edition Thought for Today Yukon Roundup Women's Commentator Storybook Treasures Stock Market Report Yukon Magazine Sound of Music Night Beat Local Hockey Saturday Hop Play It Cool Music in the Air Yukon News Review Yukon Weather</p> <ul style="list-style-type: none"> • Talent Tryout • Yukon Yesteryears • Trail of '67 • Centennial Flotilla 	FROBISHER BAY	<p>News (Eskimo) Eastern Arctic News Ullasiu (Eskimo) Rendez-vous Divertimento C'est Moi Écoutez, mes amis Let's Go Are You There? The Music Man The Stars at Night Eenoonat Ookulemugat (Eskimo) Ikaluit Oquasi (Eskimo) Teterkat Inoonoot (Eskimo) Uqattarit (Eskimo) Neejowatit Ikaluinee (Eskimo)</p> <ul style="list-style-type: none"> • Eskimo Folklore
INUVIK	<p>Delta News Delta Roundup (Messages) Church Broadcast Patients' Program Church Service Like Young Delcap Nightline Koongaknaksia (Eskimo) Tukudh Kinjik (Indian) Storytime with Mona</p> <ul style="list-style-type: none"> • Life in the Delta 	HAPPY VALLEY	<p>Bright and Early Regional Roundup Partytime High Scene Country Jamboree The Swingers Regional News and Sports News Review Sounds Easy Music in the Air In and About Town Church Service Thought for Today</p> <ul style="list-style-type: none"> • Labrador History • Singout • Talent Tryout • Special Centennial Programs
YELLOWKNIFE	<p>Bright and Early CBC News - Mackenzie Edition Cal's Choice Thought for Today Audio Your Town Women's Commentator Calling All Children Teen Beat World of Music Mackenzie Magazine Music in the Evening The Late Show Ron Barum Sings Mackenzie Sportree! Gather Round Akaitcho Five Mackenzie News Roundup NWT Council Reports Festival at Dawn</p> <ul style="list-style-type: none"> • Talent Tryout • Singout • Indian Folklore • Centennial Barge Reports • Special Centennial Programs 		

International Service

Every day, shortwave listeners in Europe, Africa, Australia, Latin America, the Caribbean and North America listen to the CBC International Service which broadcasts news, commentaries and information from Canada in English, French, German, Spanish, Portuguese, Czech, Slovak, Hungarian, Polish, Ukrainian and Russian. The studios and offices of the Service are located in Montreal and its transmitters are in Sackville, New Brunswick.

During 1967, the International Service concentrated on covering Expo '67 and all aspects of the Centennial celebrations for its international audience. On all counts, it was one of the most exciting years in the history of the Service. The interest that Canada's Centennial aroused around the world is reflected in an increase of mail received by the International Service from 68,361 letters, cards and reception reports in 1966 to 74,379 in 1967. The following figures outline in detail the coverage of the Centennial and Expo by the International Service.

CENTENNIAL AND EXPO COVERAGE DURING 1967

	Centennial	Expo
Number of items in regular transmissions	1458	3229
Number of radio relays provided	117	493
Number of items broadcast in News Bulletin	3152	6850
Number of TV items provided	18	33

Since many of the Centennial events were scheduled for a great number of centres across Canada, an enlarged Outside Broadcasts team was set up to make arrangements for coverage by various Program Sections. Visits of Heads of States and the Pan-American Games were fully covered. For the latter, many direct cable feeds were established with countries in Latin America and the Caribbean so that English, Spanish and Portuguese-speaking announcers of the International Service could report directly over local radio stations in these countries. At Expo '67, the National Days of target countries of the International Service were of special interest and the 11 language sections also provided daily reports and weekly wrap-ups of what was happening at "Man and His World". In addition to the daily shortwave programs, the range of broadcast activities of the International Service included relays, transcription and television films.

During 1967, International Service transcriptions reflected the events of our Centennial year. The French Section produced, for example, 16 half-hour reports on the various pavilions of Expo '67 entitled Images du Canada-Expo '67 as well as a series entitled Les Grandes Heures du Canada which represented the history of Canada during the period leading up to and following Confederation.

Since its inception in 1947, the Music Transcription Department has produced a permanent record collection of over 250 albums featuring Canadian artists. Through these albums, Canadian musicians and composers are introduced to listeners in the 150 countries whose radio organizations regularly use I.S. transcriptions.

In 1967, the International Service shipped 46,523 program hours of recorded Canadian music to radio organizations all over the world. This figure represents a fourfold increase over 1966, an increase resulting from the I.S.'s efforts to record the wealth of Canadian music produced in 1967. One hundred and twenty-five concerts were recorded at the Theatre of the Canadian Pavilion at Expo as well as selections from music festivals such as the International Voice Competition and Les Jeunesses Musicales.

Continuing their collaboration which resulted in the commercial release of "Music and Musicians of Canada", a 17-record collection of Canadian music, the International Service and the RCA Victor Company Ltd. also made available a nine-record album of folk music entitled "Canadian Folk Songs", a recording of Calixa Lavallée's "The Widow", by the CBC Symphony Orchestra of Winnipeg and the first commercial recording by the Montreal Symphony Orchestra. The Canadian public has welcomed these recordings enthusiastically as witnessed by the sale of 45,000 copies of "Music and Musicians of Canada".

In the field of television, the International Service regularly distributes its Canada Magazine, which deals with various aspects of Canadian life, to more than 30 countries. As well, the International Service produced a color film entitled Le Monde, le Canada et Rachel à l'Expo '67, which was widely distributed.

During 1967, the International Service welcomed the winners of its two world-wide competitions, who were awarded expense-paid trips to Expo '67.

Together, the essay contest on the theme "Man and His World", and another contest for a QSL or verification of reception card gave 13 couples from all over the world the opportunity to see Canada and Expo '67 at first hand.

TABLE 17: INTERNATIONAL SERVICE PROGRAM SCHEDULE, SPRING 1968.

ENGLISH - ANGLAIS

TO		Times (Heures GMT)	kHz
Africa, via BBC	Daily	0715-0745	21610 17820 15390
	Daily	0715-0745	9625 5990
Europe	Daily	0830-0930	9630 5970
	Daily	1215-1315	17820 15390 9625
South Pacific	Daily	1516-1529	21595 17820
	Daily	1832-1914	21595 17820 15320
Europe Caribbean Area USA	Daily	2115-2152	*17820 15320 11720
	Daily	2300-2330	15190 11945 9625
*Off air at 2148 GMT			

FRANÇAIS - FRENCH

VERS		Heures (GMT)	kHz
Afrique, via BBC	Quotidien	0745-0800	21610 17820 15390
	Quotidien	0745-0800	9625 5990
Europe	Quotidien	1315-1443	21595 17820 11720
	Quotidien	1516-1529	21595 17820
Europe Antilles et USA	Quotidien	1915-1958	*21595 17820 15320
	Quotidien	2001-2044	17820 15320 11720
*Retirée à 1955 HMG			

ČESKÝ - CZECH - TCHÈQUE

		Times (Heures GMT)	kHz
Daily	Quotidien	1445-1515	21595 17820 15320
	Denne	1715-1745	21595 17820 15325
DEUTSCH - GERMAN - ALLEMAND			
NACH			
Europe	Taglich	1745-1815	21595 17820 15325

ESPAÑOL - SPANISH - ESPAGNOL

PARA		HORA (GMT)	kHz
Hispanoamérica	Diariamente	0900-0940 (10.00-10.40 HNE)	15190 11945 9625
MAGYAR - HUNGARIAN - HONGROIS			
Napszaki			
Daily	Quotidien	1815-1840	21595 17820 15325

TO: Box 6000, Montreal
These frequencies are in effect from March 3, to May 4, 1968. Subject to change

PO POLSKU - POLISH - POLONAIS

		Times (Heures GMT)	kHz
Daily	Quotidien	1530-1600	21595 17820 15325
	Codziennie	1700-1715	21595 17820 15325
PORTUGUÊS - PORTUGUESE - PORTUGAIS			
PARA			
O Brasil	Diariamente	2330-0000 (20.30-21.00 Horário de Brasília)	15190 11945 9625

ПО-РУССКИ - RUSSIAN - RUSSE

		Times (Heures GMT)	kHz
Daily	Quotidien	1415-1445	21595 17820 15325
	Ежедневно	1600-1615	21595 17820 15325
PO SLOVENSKY - SLOVAK - SLOVAQUE			
DAILY			
Daily	Quotidien	1615-1630	21595 17820 15325
	Denne		

ПО УКРАЇНСЬКОМУ - UKRAINIAN - UKRAINIEN

		Times (Heures GMT)	kHz
Daily	Quotidien	1345-1415	21595 17820 15325
	Щоденно		
CANADIAN FORCES - TROUPES CANADIENNES			
DAILY			
English and French	Anglais et français	0558-0630	9625 5955
	Anglais et français	1100-1213	17820 15325
English and French	Anglais et français	1631-1659	21595 17820
	Anglais et français	2045-2115	17820 15320 11730
NORTHERN CANADA - NORD CANADIEN			
DAILY			
English and French	Anglais et français	1100-1213	9625
	Anglais et français	1516-1529	15325
English and French	Anglais et français	1631-1659	15325
	Esquimaux et anglais	2200-2250	15190 11720 9625
English and French	Anglais et français	0100-0230	15190 11720 9625
	Anglais	0230-0347	11720 9625
English and French	Anglais et français	0557-0639	11720 9625
	Anglais	0639-0730	11720 9625
English and French	Anglais et français	1930-1958 m	15190 11720 9625
	Anglais	1958-2000 m	15190 11720 9625
English and French	Anglais et français	2000-2100 m	15190 11720 9625
	Anglais	2100-2130 m	15190 11720 9625
English and French	Anglais et français	2130-2159 m	15190 11720 9625
	Anglais	2159-2200 m	15190 11720 9625
English and French	Anglais et français	2200-2250 m	15190 11720 9625
	Anglais	2250-2300 m	15190 11720 9625
English and French	Anglais et français	2300-2330 m	15190 11720 9625
	Anglais	2330-2400 m	15190 11720 9625
English and French	Anglais et français	2400-2430 m	15190 11720 9625
	Anglais	2430-2500 m	15190 11720 9625
English and French	Anglais et français	2500-2530 m	15190 11720 9625
	Anglais	2530-2600 m	15190 11720 9625
English and French	Anglais et français	2600-2630 m	15190 11720 9625
	Anglais	2630-2700 m	15190 11720 9625
English and French	Anglais et français	2700-2730 m	15190 11720 9625
	Anglais	2730-2800 m	15190 11720 9625
English and French	Anglais et français	2800-2830 m	15190 11720 9625
	Anglais	2830-2900 m	15190 11720 9625
English and French	Anglais et français	2900-2930 m	15190 11720 9625
	Anglais	2930-3000 m	15190 11720 9625
English and French	Anglais et français	3000-3030 m	15190 11720 9625
	Anglais	3030-3100 m	15190 11720 9625
English and French	Anglais et français	3100-3130 m	15190 11720 9625
	Anglais	3130-3200 m	15190 11720 9625
English and French	Anglais et français	3200-3230 m	15190 11720 9625
	Anglais	3230-3300 m	15190 11720 9625
English and French	Anglais et français	3300-3330 m	15190 11720 9625
	Anglais	3330-3400 m	15190 11720 9625
English and French	Anglais et français	3400-3430 m	15190 11720 9625
	Anglais	3430-3500 m	15190 11720 9625
English and French	Anglais et français	3500-3530 m	15190 11720 9625
	Anglais	3530-3600 m	15190 11720 9625
English and French	Anglais et français	3600-3630 m	15190 11720 9625
	Anglais	3630-3700 m	15190 11720 9625
English and French	Anglais et français	3700-3730 m	15190 11720 9625
	Anglais	3730-3800 m	15190 11720 9625
English and French	Anglais et français	3800-3830 m	15190 11720 9625
	Anglais	3830-3900 m	15190 11720 9625
English and French	Anglais et français	3900-3930 m	15190 11720 9625
	Anglais	3930-4000 m	15190 11720 9625
English and French	Anglais et français	4000-4030 m	15190 11720 9625
	Anglais	4030-4100 m	15190 11720 9625
English and French	Anglais et français	4100-4130 m	15190 11720 9625
	Anglais	4130-4200 m	15190 11720 9625
English and French	Anglais et français	4200-4230 m	15190 11720 9625
	Anglais	4230-4300 m	15190 11720 9625
English and French	Anglais et français	4300-4330 m	15190 11720 9625
	Anglais	4330-4400 m	15190 11720 9625
English and French	Anglais et français	4400-4430 m	15190 11720 9625
	Anglais	4430-4500 m	15190 11720 9625
English and French	Anglais et français	4500-4530 m	15190 11720 9625
	Anglais	4530-4600 m	15190 11720 9625
English and French	Anglais et français	4600-4630 m	15190 11720 9625
	Anglais	4630-4700 m	15190 11720 9625
English and French	Anglais et français	4700-4730 m	15190 11720 9625
	Anglais	4730-4800 m	15190 11720 9625
English and French	Anglais et français	4800-4830 m	15190 11720 9625
	Anglais	4830-4900 m	15190 11720 9625
English and French	Anglais et français	4900-4930 m	15190 11720 9625
	Anglais	4930-5000 m	15190 11720 9625
English and French	Anglais et français	5000-5030 m	15190 11720 9625
	Anglais	5030-5100 m	15190 11720 9625
English and French	Anglais et français	5100-5130 m	15190 11720 9625
	Anglais	5130-5200 m	15190 11720 9625
English and French	Anglais et français	5200-5230 m	15190 11720 9625
	Anglais	5230-5300 m	15190 11720 9625
English and French	Anglais et français	5300-5330 m	15190 11720 9625
	Anglais	5330-5400 m	15190 11720 9625
English and French	Anglais et français	5400-5430 m	15190 11720 9625
	Anglais	5430-5500 m	15190 11720 9625
English and French	Anglais et français	5500-5530 m	15190 11720 9625
	Anglais	5530-5600 m	15190 11720 9625
English and French	Anglais et français	5600-5630 m	15190 11720 9625
	Anglais	5630-5700 m	15190 11720 9625
English and French	Anglais et français	5700-5730 m	15190 11720 9625
	Anglais	5730-5800 m	15190 11720 9625
English and French	Anglais et français	5800-5830 m	15190 11720 9625
	Anglais	5830-5900 m	15190 11720 9625
English and French	Anglais et français	5900-5930 m	15190 11720 9625
	Anglais	5930-6000 m	15190 11720 9625
English and French	Anglais et français	6000-6030 m	15190 11720 9625
	Anglais	6030-6100 m	15190 11720 9625
English and French	Anglais et français	6100-6130 m	15190 11720 9625
	Anglais	6130-6200 m	15190 11720 9625
English and French	Anglais et français	6200-6230 m	15190 11720 9625
	Anglais	6230-6300 m	15190 11720 9625
English and French	Anglais et français	6300-6330 m	15190 11720 9625
	Anglais	6330-6400 m	15190 11720 9625
English and French	Anglais et français	6400-6430 m	15190 11720 9625
	Anglais	6430-6500 m	15190 11720 9625
English and French	Anglais et français	6500-6530 m	15190 11720 9625
	Anglais	6530-6600 m	15190 11720 9625
English and French	Anglais et français	6600-6630 m	15190 11720 9625
	Anglais	6630-6700 m	15190 11720 9625
English and French	Anglais et français	6700-6730 m	15190 11720 9625
	Anglais	6730-6800 m	15190 11720 9625
English and French	Anglais et français	6800-6830 m	15190 11720 9625
	Anglais	6830-6900 m	15190 11720 9625
English and French	Anglais et français	6900-6930 m	15190 11720 9625
	Anglais	6930-7000 m	15190 11720 9625
English and French	Anglais et français	7000-7030 m	15190 11720 9625
	Anglais	7030-7100 m	15190 11720 9625
English and French	Anglais et français	7100-7130 m	15190 11720 9625
	Anglais	7130-7200 m	15190 11720 9625
English and French	Anglais et français	7200-7230 m	15190 11720 9625
	Anglais	7230-7300 m	15190 11720 9625
English and French	Anglais et français	7300-7330 m	15190 11720 9625
	Anglais	7330-7400 m	15190 11720 9625
English and French	Anglais et français	7400-7430 m	15190 11720 9625
	Anglais	7430-7500 m	15190 11720 9625
English and French	Anglais et français	7500-7530 m	15190 11720 9625
	Anglais	7530-7600 m	15190 11720 9625
English and French	Anglais et français	7600-7630 m	15190 11720 9625
	Anglais	7630-7700 m	15190 11720 9625
English and French	Anglais et français	7700-7730 m	15190 11720 9625
	Anglais	7730-7800 m	15190 11720 9625
English and French	Anglais et français	7800-7830 m	15190 11720 9625
	Anglais	7830-7900 m	15190 11720 9625
English and French	Anglais et français	7900-7930 m	15190 11720 9625
	Anglais	7930-8000 m	15190 11720 9625
English and French	Anglais et français	8000-8030 m	15190 11720 9625
	Anglais	8030-8100 m	15190 11720 9625
English and French	Anglais et français	8100-8130 m	15190 11720 9625
	Anglais	8130-8200 m	15190 11720 9625
English and French	Anglais et français	8200-8230 m	15190 11720 9625
	Anglais	8230-8300 m	15190 11720 9625
English and French	Anglais et français	8300-8330 m	15190 11720 9625
	Anglais	8330-8400 m	15190 11720 9625
English and French	Anglais et français	8400-8430 m	15190 11720 9625
	Anglais	8430-8500 m	15190 11720 9625
English and French	Anglais et français	8500-8530 m	15190 11720 9625
	Anglais	8530-8600 m	15190 11720 9625
English and French	Anglais et français	8600-8630 m	15190 11720 9625
	Anglais	8630-8700 m	15190 11720 9625
English and French	Anglais et français	8700-8730 m	15190 11720 9625
	Anglais	8730-8800 m	15190 11720 9625

TABLE 18 : Countries which Bought or Exchanged CBC Radio and TV Programs for Local Broadcast

Australia	Great Britain	Morocco
Belgium	Holland	New Zealand
Czechoslovakia	Hungary	South Africa
Eire	Italy	Sweden
Finland	Japan	Switzerland
France	Luxembourg	U.S.A.
Germany	Monaco	Yugoslavia

TABLE 19 : TV Programs Sold to or Exchanged with Other Countries for Local Broadcast

English

Darwin and the Galapagos (3 episodes)
 Wojeck (10 episodes)
 Friendly Giant (60 episodes)
 Strike Zion
 Wayne and Shuster
 Web of Life (13 episodes)
 Vietnam Debates
 LSD - Through the Looking Glass
 Public Eye - Riot Control
 The Way It Is - Adoption
 New Africans (6 episodes)
 Open Grave
 The Gift
 York University
 Caribou Country (6 episodes)
 Gilles Vigneault
 Take Thirty - Voyage of the Phoenix
 Tiktaalika
 Camera on Canada
 Point of Impact

French

Vivre en ce Pays
 Tour de Terre
 CF-RCK
 Les Cailloux
 Atome et Galaxies
 Au Pays de Neufve France
 Bras Dessus, Bras Dessous
 Les Solistes de Zagreb
 Le Horla
 Souvenirs en Accords brisés
 Tout pour le mieux
 Prométhée Enchaîné

Over 300 Radio and Television items for magazine programs were exchanged between European countries and the CBC French network

Relations with Other Countries

The sale of CBC programs to networks outside Canada was ten percent greater than last year. There was also an increase in the number of foreign broadcasters who came to Canada for "on-the-job" training with the CBC. It was a big year for visitors. Radio and television producers, commentators and broadcast executives from 75 countries visited Canada during the year -- hundreds of them. They all went to Expo and many of them visited Ottawa and other Canadian cities. Wherever they went, they required assistance from the CBC. The International Broadcasting Centre, the International Service, the CBC's Pan-American Games broadcast centre at Winnipeg, and the CBC national, regional and local services provided them with the necessary production, technical and informational assistance.

Among the visitors were the Deputy Minister of the State Broadcasting Committee of the USSR, the presidents of American networks, the Director General of the French broadcasting organization (ORTF), the Director General of the British Broadcasting Corporation and the Director General of Britain's Independent Television Authority.

There were welcome visits as well from the Directors General of the Swedish, Belgian, Swiss and Czechoslovakian broadcasting organizations and the General Manager of the Australian Broadcasting Commission, as well as members of the boards of management of the BBC, the Japanese Broadcasting Corporation (NHK), and the broadcasting organizations of Italy, Monaco, Australia, Luxembourg, Austria, Malaysia, Germany (ARD and ZDF), Syria, Cuba, Morocco, Mexico, Peru, Hungary, Yugoslavia, Israel, Nigeria, India and many others.

La Communauté des télévisions francophones and La Communauté radiophonique des programmes de langue française held their annual meetings in Montreal where CBC was their host. The European Broadcasting Union held its production meetings in Montreal to organize the first live world television program, Our World. The CBC was host and a participant in this event. In Toronto, 16 Fellows in Diplomacy from the Carnegie Foundation spent a week learning about the CBC operation. On another occasion, 25 graduate students from Syracuse University observed CBC television and radio operations in Toronto.

TRAINING BROADCASTERS

The CBC cooperated with External Aid and the Ryerson Institute in providing on-the-job training for some 52 students from 19 countries. The training lasts several weeks and usually involves gaining experience in large and small CBC production centres.

FESTIVALS

While the Centennial occupied Canadian broadcasters, the rest of the world carried on with television, film and radio festivals. The CBC again selected programs, prepared scripts in three or four languages, and dispatched information and photographic material to competitions around the world.

CO-PRODUCTIONS

This year's co-productions saw a change in the scope of what was attempted. The Strange Case of Dr. Jekyll and Mr. Hyde was a breakthrough in magnitude and quality of co-production and has demonstrated again the high production standards of the CBC. The D'Iberville series by the French network is having the same effect in Europe. Other co-productions this year included a series of 10 television programs for UNICEF titled Children of the World. This was a co-production with the National Educational Television Network and UNICEF.

In radio, the CBC is co-producing a series of 13 half-hour programs with UNICEF titled How Do You Say Hello.

Intertel, the international co-production agreement between networks in the United Kingdom, Australia, the United States and the CBC, continues to produce international documentaries for showing in member countries.

INTERNATIONAL ORGANIZATIONS

The broadcasting relations between various areas of the world are increasing and growing in complexity. The effect of satellites during the past five years has stimulated this cooperation and increased the areas of mutual interest. With creation of a world communications

satellite organization an early possibility, the CBC has increased its contacts and participation with the world broadcasting unions such as the European Broadcasting Union, the Asian Broadcasting Union, the Commonwealth Broadcasting Conference, and the Organization Internationale de Radio et Télévision. The CBC's French network has increased its participation in the radio and television French-language organizations in Europe, exchanging over 300 items with them during the last year.

Early in the year, the CBC and the USSR Council of Ministers Committee for Radio and Television Broadcasting signed an agreement in Moscow providing for cooperation in broadcasting. Under the agreement, both sides will ex-

change radio and television programs of interest to Canadian and Soviet audiences. Agreement was reached, as well, to allow the CBC to produce TV films in the Soviet Union with all-Canadian production crews or with the assistance of Soviet staff.

SALES OF PROGRAMS

The CBC's combined program sales to foreign countries for the English and French networks showed an increase. The sales this year were in excess of \$340,000. Towards the end of the year CBC's sales representation was increased and CBC participated once again in the *Marché International des Programmes* in Europe.

TABLE 20 : List of CBC Awards - 1967-68

1. Prague Festival of Films on Architecture
 "A Sense of Place - Simon Fraser University" - The Czechoslovak Television Prize
2. Premio dei Colli - Padua
 "The Open Grave" - Accepted for presentation
3. IVth International Scientific and Technical Film Festival - Brussels
 "Galapagos : The Islands" - Accepted for presentation
4. Edinburgh International Film Festival
 "The Last Man in the World" (Wojeck Series) - Accepted for presentation
5. 21st International Scientific Film Festival - Montreal
 "Darwin and the Galapagos" - Certificate of Honor
6. 10th Vancouver International Film Festival
 "The Last Man in the World" - Honorable Mention
 "Miracle at Terrezin" - Honorable Mention
7. Canadian Film Awards
 "The Last Man in the World" (Wojeck Series) - Winner in categories
 "Film for Television", "Best Editing" and "Best Direction"
8. National Resources Reporting Award - Ottawa
 "Air of Death" - Award of Excellence, Award for Outstanding Reporting
 "Water and the Global Man" - Honorable Mention
9. Player's Penlens Awards
 Mossport Motor Racing - "Formula One" television award to CBC English network
 "Prenez le volant" - television award to CBC French network
 For live coverage of Mossport Motor Racing, award to CBC Radio network

10. Prix Musical Radio Brno - Czechoslovakia

"Eaton Choir Book" - Honorable Mention for quality of sound

11. VIIIth International Festival of Light Music Songs - Sopot

Donald Lautrec, sponsored by the CBC, - third prize for interpretation of song
"La Manic"

12. Prix Ondas

CBC Expo information programs - Prix Ondas for excellence

13. Fourth Annual International Festival of Films on Science - Toronto

"Galapagos : The Islands" - Certificate of Merit

14. Ohio Awards

"Mobiles" from the TV series "Adventures in Art" - TV award in "Fine Arts and Humanities" category

"Detection" from the TV series "Stimulus Response" - TV award in "Natural and Physical Sciences" category

"The Legend of the Indian", TV award in "Social Sciences" category

"Huckleberry Finn", - Radio award in "Fine Arts and Humanities" category

15. Second Annual International Awards - Association of Fire Fighters

"On the Scene" - a Vancouver Production Series - First Prize

Commercial Activities

The CBC carries sponsored programs on its networks for three main reasons : to help defray public costs ; to get programs not otherwise available ; and to play its role in the economic life of Canada.

Advertisers in all but a few instances aim primarily at getting their message to as many people as possible at a minimum cost per thousand viewers. Most of the so-called "minority appeal" programs are in fact unsalable for this reason, or because they are in the field of news, public affairs, education, etc., which the CBC will not sell by policy, or because of their position in the schedule. About one-third of the programs on the English network from 6:00 p.m. onward cannot be sold for one of these reasons ; just over one-half on the French.

The statement of program salability (Table 21) is used solely for explanatory purposes in

this report : CBC Sales makes a keen effort to sell all programs that policy allows.

The major increase in advertising revenue this year is reflected in English television sales and was realized principally as a result of rate increases, a number of nationally sponsored special programs aired in conjunction with Centennial year and corporate policy changes.

French television sales, after experiencing steady decreases in revenue over the past few years, levelled off, due chiefly to sales of network programs, and this year's achievement is relatively the same as last year.

Radio advertising income did not change appreciably over the year although a further decline in French radio sales was sustained due mainly to the change in format of the popular Chez Miville program.

TABLE 21 : Program Salability

	DAYTIME From start of network service until 6 p.m.		EVENING From 6 p.m. until close of network service	
	English TV Network	French TV Network	English TV Network	French TV Network
1) Programs not available for sale	31%	25%	27%	27%
2) Programs available for sale but considered by the CBC as unsalable per se *	44%	51%	5%	24%
3) Programs available for sale and considered to be salable per se **	25%	24%	68%	49%
Percentage of sale of programs in Category 3 during this period	78%	47%	95%	35%

* Considered unsalable because of their content, their specialized audience appeal and/or their position in the network schedule.

** Considered salable having regard to their content, the breadth of their audience appeal and their position in the network schedule ...but without regard to such factors as the commercial competition of other television stations, the audience appeal of alternative programs available to TV viewers in many areas, the difference in the geographical distribution of the population served by the English and French TV networks or the many variations that exist among Canadian manufacturers as to the distribution and allocation of their advertising budgets.

NOTE : The French network carries feature films in the afternoon and late evening whereas stations on the English network purchase and broadcast these films locally. Percentage comparisons between the two networks must always take this into account.

During 1967, progress continued to be made toward the goal of making CBC radio and television service available to every Canadian. There are now about half a million more Canadians than there were a year ago, but the past year has seen the number of those not receiving such service drop from 280,000 to 260,000 in the case of radio, and from 850,000 to 700,000 in the case of television. Although the development of the synchronous satellite may eventually make a practical goal out of the ideal of 100 percent coverage in both services, it remains a fact that with the means of distribution available today, the further one goes, the harder it gets.

Broadly speaking, the Corporation's coverage policy has been to spend available money first where the most people would benefit. The result of this policy in today's terms is that the centres not already covered are those which, by reason of difficult access to network service, power, or both, are the most costly to serve; or else, those with such small populations that the cost per capita is very high.

All communities of 500 or more people are included in a study now being made of coverage requirements. It is expected that such a coordinated investigation of all unserved communities may suggest answers to problems of cost which would not be apparent in a station-by-station approach.

In achieving the increased coverage in 1967/68, the Corporation brought 21 new television transmitters into operation and 26 new radio transmitters.

In Newfoundland, a new large station began operation at Grand Falls which will not only provide service to a relatively large number of people in that area, but will allow extension of CBC television service into the remote northern peninsula of Newfoundland and onward into Labrador. In addition, three new stations began operation in remote areas of Newfoundland and the Corner Brook and Stephenville transmitters were increased in power to provide substantial additional coverage to the areas involved. In New Brunswick, the Corporation's French language station at Moncton was increased to maximum power and will provide greatly improved service to a large area of New Brunswick, Nova Scotia and Prince Edward Island. In Quebec, a new transmitter began operation,

in the French language, in the St. Georges de Beauce area, while in Ontario a new French language station was opened at Elliot Lake. A complex of four stations in north central Ontario is now bringing television coverage to a large, hitherto unserved area. New re-broadcasting stations at Lac la Biche, Hinton and Jasper in Alberta were brought into operation. In British Columbia, four new stations began operation, at Bowen Island, Squamish, Crawford Bay and Creston. In addition, the transmitters at Trail and Nelson were increased in power to provide improved service.

In radio, 25 new low power relay transmitters began operation, distributed throughout Newfoundland, New Brunswick, Quebec, Ontario, Manitoba, British Columbia and the Yukon Territory. In Vancouver, the CBC began operation of CBUF-FM, its maximum power French language FM station, which will provide French language service to some 30,000 people who are of French mother tongue. With the completion of this station in Vancouver, the Corporation's French language radio network now extends from Nova Scotia to British Columbia.

The present English language radio network extends from St. John's to Victoria and northward to Inuvik. During 1967-68, this network was further extended to Fort Churchill, Manitoba.

As part of its continuing program for improving service, new radio studio and office buildings were completed at Goose Bay, Fredericton and Prince Rupert.

The Corporation's annual report last year made reference to two new and experimental approaches to coverage; one in radio and one in television. It is now possible to report on these ventures.

The use of FM instead of AM for a low power unattended radio service is currently being tried at Maniwaki, Quebec. Technically the installation seems to be a complete success, with an adequately strong and interference free signal being delivered to the required area. Audience acceptance of the new radio medium seems so far to be quite good, although more time will be needed to accurately gauge public reaction.

There can be no doubt about the success of the Corporation's other experimental coverage venture as far as audience acceptance is concerned. Three Frontier Coverage Packages are now in daily operation at Yellowknife, N.W.T., Lynn Lake, Manitoba, and Havre St. Pierre, Quebec. All three stations enjoy enthusiastic audiences. Most of the uncertainty connected with this experiment lay in the technical and logistic areas but once the initial shakedown period was over, service became quite reliable, with tapes being produced, delivered and re-produced both regularly and well.

The reliability of the FCP has been demonstrated to be such that it is now reasonable to plan the development of complexes of several stations being fed off-air to rebroadcast the signals of a central Frontier Coverage Package station.

The overcrowding of the standard AM broadcast band which was referred to in the case of Maniwaki, has consequences which apply not only to LPRT transmitters but to large high power transmitters as well. The gradual increase in the number and power of AM stations has eroded the effectiveness of some of the Corporation's older transmitter plants, which were designed to provide regional as well as urban coverage. In order to provide competitive urban service, several of these transmitters are being relocated. CBA Sackville and CBU Vancouver are two such facilities and DOT authority has now been received for their relocation closer to Moncton and Vancouver respectively. The new transmitters at the new sites will deliver fully competitive signals to the cities they serve.

DOT authority has been received for a French language AM transmitter at Windsor, Ontario, clearing the way for an important advance in the Corporation's extension of broadcast service in the French language.

SPACE SATELLITES

It is hoped that the next few years will see the use of space satellites for the distribution of programs (particularly television) to earth-based broadcasting stations as an alternative to

or in conjunction with present leased network facilities. A space satellite system would provide a means of extending full "live" service in both languages to all of Canada, including the more remote areas which cannot be provided with such service within economical limits using conventional facilities.

Planned extension of the Frontier Package system (if present experimental findings are confirmed) would see approximately 40 of these low-powered TV transmitters established in remote areas of the Yukon, Northwest Territories and other isolated locations by the end of 1972. For economic reasons, these stations would broadcast taped, recorded programs, given existing equipment. A satellite distribution system, however, could provide "live" service to these remotely-located stations and their audiences.

The CBC continues to keep abreast of developments in this rapidly changing technology and in October 1967 submitted a report based on a technical and economic study to the Government Task Force of the Science Secretariat.

Practical direct transmission from satellite to home receiver is believed to be still some time away.

EMERGENCY BROADCASTING

As a result of the Government's intention to reduce expenditures, the all-night music and news programming on the CBC English and French radio networks and many of its stations - a CBC function under Canada's Emergency Broadcasting System - was terminated March 2, 1968. The service had been in continuous operation since June 1963 and was introduced to maintain a 24-hour-a-day state of readiness in the event of a national emergency, to warn and instruct the public.

Reduction in 24-hour programming will not in any way reduce the capability of reinstating emergency network programming on short notice; during the period between sign-off and sign-on, all network connections will be maintained in a standby condition but will not carry programs.

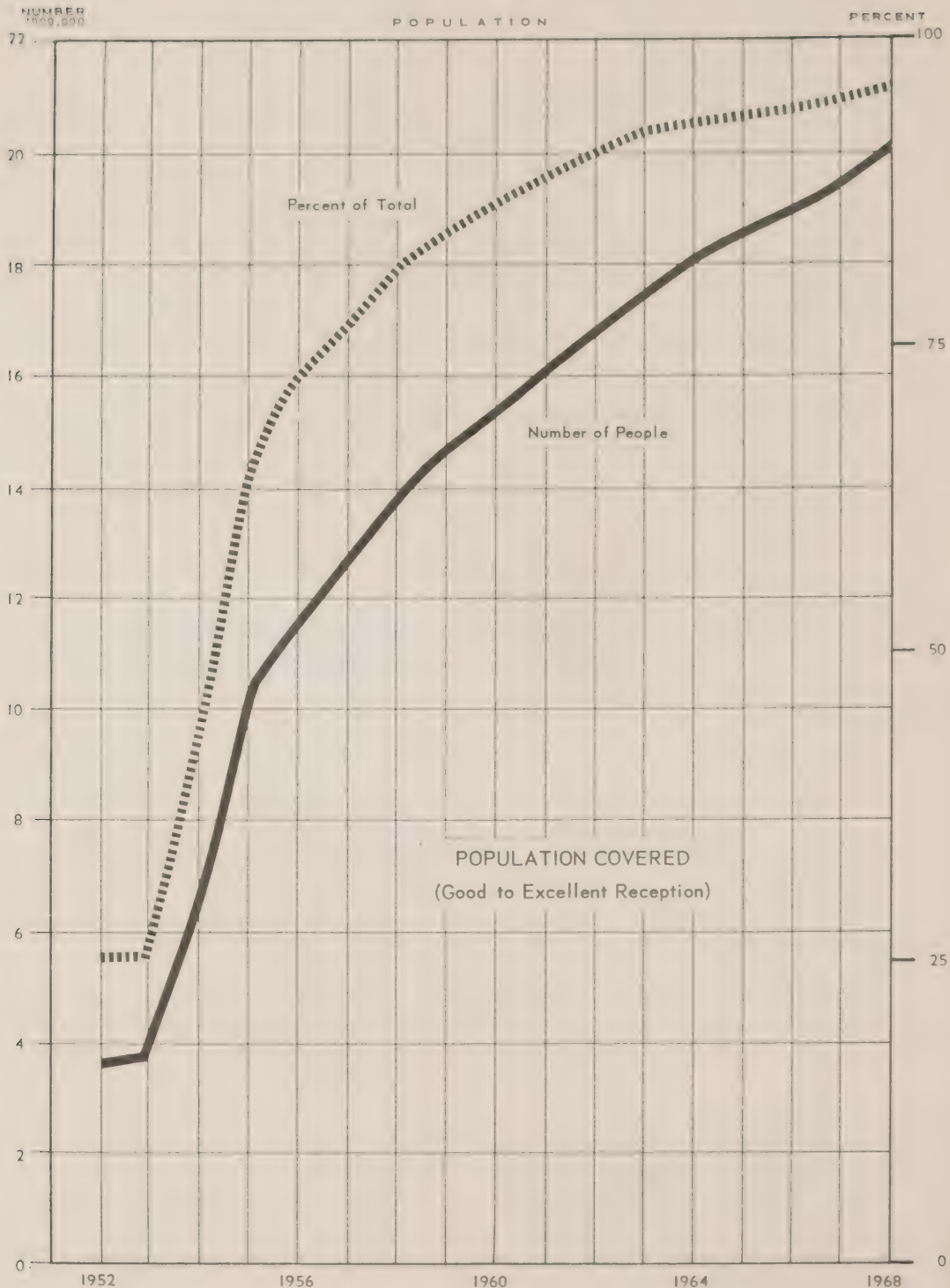
TABLE 25 : CBC Coverage in Canada
Radio and Television
English, French and Composite Networks
Estimates as of March 31, 1968

	Total population able to speak English 16,530,000		Total population able to speak French 6,440,000		Total population 20,720,000	
	<u>English Network Coverage</u>		<u>French Network Coverage</u>		<u>Composite Networks Coverage</u>	
	<u>Number</u>	<u>Percent of total</u>	<u>Number</u>	<u>Percent of total</u>	<u>Number</u>	<u>Percent of total</u>
RADIO (AM)	16,260,000	98.4%	6,110,000	94.9%	20,460,000	98.7%
TELEVISION	15,740,000	95.2%	5,770,000	89.6%	20,020,000	96.6%

Note: The statistics are based on the service areas (radio..daytime service, television.. A & B service) of all CBC-owned and CBC-affiliated stations in operation or recommended for approval by the BBG prior to April 1, 1967.

GRAPH 26:

GROWTH OF CBC TELEVISION COVERAGE COMPOSITE FRENCH AND ENGLISH NETWORK 1952 TO 1968



The statistics are based on the A & B service areas of all CBC-owned and CBC-affiliated stations in operation or recommended for approval by the BBG prior to April 1, 1967.

TABLE 27 : Average Hours of Network Programs in a Winter Week Broadcast by an Affiliate (with minimum hours shown in parentheses).

	<u>Radio</u>	<u>Television</u>
English	29:50 (24:45)	52:01 (41:33)
French	45:11 (26:10)	78:33 (45:25)

TABLE 28 : Communities* of 500 or More Not Receiving CBC Television at all or Not Receiving it in the Language of the Community.

English-speaking communities	203
French-speaking communities	72
Total	275

TABLE 29 : Communities* of 500 or More Not Receiving CBC Radio at all or Not Receiving it in the Language of the Community.

English-speaking communities	82
French-speaking communities	48
Total	130

* "Community" in this context means a concentration of people sufficiently compact to permit it to be served by a single television or radio station. These communities, in the main, are small and relatively isolated. Their numbers fluctuate with shifts and changes in population. During the year CBC brought 21 new television transmitters and 26 new radio transmitters into operation and yet the number of unserved communities increased over the previous year.

TABLE 30 : Extension of Coverage this Year by CBC and Affiliates

<u>FACILITIES</u>		<u>LOCATION</u>	
<u>Radio :</u>			
Low Power Relay Transmitters	CBC	Newfoundland	Searston
			Churchill Falls
		New Brunswick	St. George
		Quebec	Val d'or
			Murdochville
			Murdochville (Fr.)
			Baie Comeau
			Maniwaki (FM)(Fr.)
			Senneterre
			Malartic
		Ontario	Ignace
		Manitoba	St. Rose du Lac (Fr.)
		British Columbia	Mica Dam
			Tahsis
			Cooper Creek
			Midway
			Port Hardy
			Alert Bay
			Fraser Lake
			Portage Mountain
			Pemberton
			Bralorne
			Port Alice
			Hudson Hope
			Yukon Territory
Clinton Creek			
Increases in Power	CBC	Quebec	Megantic (Fr.)
New FM Station	CBC	British Columbia	Vancouver (Fr.)
New Stations Rebroadcasters and Coverage Improvements	Affiliates and Independent Groups Associated with Affiliates	Quebec	Dolbeau (Fr.)
			St-Eleuthere (Fr.)
			Lac Megantic (Fr.)
		Ontario	Elliot Lake
			New Liskeard
			Kapuskasing (Fr.)
		British Columbia	Osoyoos
			Powell River
			Holberg

Television :

New Frontier Coverage Packages	CBC	Quebec Manitoba Northwest Territories	Havre St. Pierre (Fr.) Lynn Lake Yellowknife
New Stations Rebroadcasters and Coverage Improvements	Affiliates and Independent Groups Associated with Affiliates	Quebec Ontario British Columbia	Matane (Fr.) Cabano (Fr.) Chapleau Mt. Poole

Note : With the installation of CBC's English Television Network Rebroadcaster at Grand Falls, Newfoundland, station CJCN-TV Grand Falls ceased to be affiliated.

Production Facilities and Techniques

The total resources and ingenuity of CBC engineers and technical staff were called upon to meet the unprecedented production requirements of Centennial programming. That it was such a successful programming and coverage year is due in large measure to a great engineering effort in previous years. The International Broadcasting Centre was in full operation (see page 4); the Centennial Technical Centre (see page 3) was ready early in the Fall of 1966 to meet the challenge of 1967, a complete, temporary television and radio broadcasting centre was established for national and international coverage of the Pan-American Games (see page). Coverage of Centennial events was a fantastic exercise in logistics calling for the movement of complex electronic equipment and staff back and forth across Canada to keep pace with the thousands of events which took place during the year. Careful pre-planning in the years before resulted in smooth and trouble-free operations in 1967.

Similar preparations were under way during the year for CBC coverage of the Olympic Games in Mexico City in 1968, laying the groundwork for the temporary use at Mexico City of equipment destined for subsequent permanent installation at CBC locations in various parts of Canada.

NEW FACILITIES

New radio studios and office buildings were completed during the year at Goose Bay, Fredericton and Prince Rupert while work on similar facilities started at Sydney, for completion in 1968-69. In Ottawa, a new three-camera color studio was commissioned while the new transmitter building in the Gatineau Hills north of Ottawa was under construction; when completed in the Summer of 1968, this site will accommodate all Ottawa TV and FM transmitters, both CBC and privately-owned.

Engineering for the expansion and updating of shortwave transmitting facilities at Sackville, N.B., continued with tenders for the supply of five 250 kw transmitters being called and design of the antenna arrays in progress. It is planned to have these transmitters operational on a phased basis from early 1970 to early 1971, subject to receipt of necessary authority, thus providing

improved radio coverage of Northern Canada and overseas target areas of the CBC's International Service.

CONSOLIDATION

Dispersal of production facilities and personnel among numerous sites had become a problem to the Corporation as television expanded. In three cities during the past year, the Corporation's plans for the relief of this problem came a little closer to realization.

Implementation of the first phase of the Corporation's consolidation plans in Montreal has been achieved with the completion of the excavation and piling work for the new Place Radio-Canada. The start of the second phase, the construction of the building, is awaiting Government approval.

The Corporation has acquired a block of land in downtown Vancouver for the consolidation of its facilities in that city. Architectural studies are proceeding towards developing an appropriate design.

The Corporation still holds a site in the township of North York which was purchased for the development of consolidated facilities. Studies are continuing nevertheless for the possible development of this major consolidation project in downtown Toronto.

EQUIPMENT OBSOLESCENCE

The normal review and replacement of worn-out, obsolete and inadequate equipment continued in order that technical quality could be maintained at a high standard, special emphasis being given to TV color quality.

NATIONAL TECHNICAL TRAINING CENTRE

Since quality control involves humans also, the CBC operates a National Technical Training Centre which this year gave four-week color courses to 55 technicians, one-week color seminars to 14 trainees and four-week semi-conductor courses to another 81. Instructors

from the Centre also gave field instruction on videotape recorders at Corner Brook, Nfld., and on transmitters at 11 locations.

PROGRAMS ON FILM

A number of steps were taken during the year to meet the increased demand for programs on film that has accompanied the world-wide quickening of interest in color television. A Film Facilities and Equipment Committee was set up to review film equipment and to assist in the development of greater efficiency and improved production techniques. Considerable progress was made in setting new standards in the area of film quality control.

On the technical side, the design and construction by the CBC of a mobile color film processor was of considerable interest throughout the North American film industry. The unit proved its worth on several occasions during the visit of the Queen and General de Gaulle's visit, for example; it would have been impossible to meet the telecast deadlines with coverage of these events if the mobile processor had not been available.

Film plays an important role in the development of an export market for CBC television programs. Markets for programs on film include non-broadcast outlets as well as the world's television networks. The feature films produced by the CBC in cooperation with the National Film Board, The Ernie Game and Waiting for

Caroline, will be released for use in movie theatres. Other filmed programs which enjoyed success and will be given further distribution were the film series The True North, A City's Story and Canada Express.

There is reason to believe that the demand for television programs on film will continue to grow.

COLOR

Color programs in the CBC schedules increased over last year by between eight and twelve hours a week on the English network and eight hours a week on the French network. Local color programming showed an average increase of about three hours a week on each regional station.

Phase One of the conversion of CBC networks to color was limited by government policy to color production facilities at Toronto, Montreal and Ottawa. That work is completed. The next phase of color conversion, including more color production facilities in the network centres at Toronto and Montreal, plus conversion of regional production facilities to color, will start when government policy makes funds available.

Though new transmitters installed during 1967-68 are color capable, the conversion of the remaining transmitters so that all stations in both networks will be color capable, also awaits authority to proceed.

TABLE 31 : Amount of Color Programs in Hours on CBC Networks each Week :

	<u>Total Air Time</u>	<u>Min - Max. Color Hours</u>	<u>Min - Max. Percentage</u>
English Network	72	37-46	51-64%
French Network *	105	26-56	25-53%

* The wide variation in French network color hours is due to inclusion of feature films on the network in the afternoons and late evenings.

TABLE 32 : Amount in Hours of Local Color Programs, Predominantly Film, on CBC Television Stations each Week :

	<u>Minimum</u>	<u>Maximum</u>
St. John's	10 hours	21 hours
Halifax	9	23
Montreal	5	16
Ottawa	6	19
Toronto	4	20
Winnipeg	7	18
Edmonton	11	20
Vancouver	4	15

TABLE 33 : Some Major Engineering and Technical Projects in 1967-68

1. Completion of new radio studio and office buildings at Goose Bay, Fredericton and Prince Rupert.
2. Construction under way on new radio studio and office building at Sydney.
3. First phase of Montreal Consolidation project, excavation and foundations completed. Plans and specifications for building undergoing final revision preparatory to calling for tenders.
4. Planning in progress for consolidation of facilities in Vancouver.
5. French language FM station CBUF-FM (Stereo), Vancouver, commenced operation, thus extending French radio network from Labrador to British Columbia.
6. Radio network service extended to Fort Churchill, Man., leaving Frobisher Bay as the only unconnected radio station.
7. TV Frontier Coverage Package stations at Havre St. Pierre, Lynn Lake and Yellowknife brought into service.
8. Planning under way for coverage of Olympic Games in Mexico.
9. New three-camera color TV studio at Ottawa completed.
10. Detailed engineering in progress for expansion of International Service short-wave transmitting facilities at Sackville.

TRAINING

An introductory course in supervisory management was conducted at regional points and at Engineering Headquarters during the year. Preparations for the next phase, including translation of the course material into French, are nearing completion.

INDUSTRIAL AND TALENT RELATIONS

The year was a relatively light one in terms of labor negotiations.

New agreements were negotiated with Syndicat Général du Cinéma et de la Télévision (SGCT)(CSN), Montreal; with L'Association des Réalisateurs, Regional, and L'Association des Réalisateurs (TV), Quebec. Negotiations with SGCT covering Janitorial Employees and Elevator Operators in Montreal were concluded with the assistance of a Federal Conciliation Officer. Negotiations with L'Association des Réalisateurs (TV), Regional, and L'Association des Réalisateurs (TV), Quebec, were concluded following direct negotiations.

At the end of the fiscal period, the CBC was looking ahead to negotiations with all of its industrial and talent unions.

One of the highlights of the past year was the extension of the job evaluation program to all job classifications within collective bargaining agreements. This program, administered outside the collective bargaining process, has emphasized the involvement of and consultation with unions, resulting in general concurrence in evaluation results.

Throughout most of the year there continued to be certification problems and challenges by various groups to the unit formerly represented by the International Alliance of Theatrical Stage Employees. After revoking the IATSE certification on the basis of a secret

ballot, the Canada Labour Relations Board awarded a certificate of representation for the group to the Canadian Union of Public Employees. The CLRB denied applications by the Syndicat Général du Cinéma et de la Télévision (CSN) and the National Association of Broadcast Employees (NABET) to represent these employees.

BILINGUALISM

As announced by the Board of Directors in March 1967, the Corporation's policy of encouraging the increase of bilingualism in the CBC envisages this capability being developed in the appropriate supervisory and operating positions at those locations where the CBC broadcasts in both languages. Proficiency in Canada's two official languages is specifically emphasized for Head Office, which is responsible for overall corporate activities.

In addition, effective April 1, 1968, the Corporation will pay a 7% premium for bilingual capabilities in the typing, stenographic and secretarial categories. Payment will be conditional upon employees in these categories occupying positions which are designated as requiring bilingual capability and who successfully pass a skills test.

During the past year 192 employees in a wide range of categories have been enrolled in language courses in both English and French.

Continuing studies will determine if and when the principle of special remuneration for bilingual competence will be extended to other categories. It is recognized, however, that policy on the matter must be developed to suit the CBC's particular needs, but in any event will not be less favorable than the Public Service policy.

Every attempt is being made to keep all staff fully informed on this project, which will require several years to complete.

Financial Report

OPERATIONS

Expense

Total expense for the year of \$185,885,000, including \$3,760,000 interest on loans to finance the acquisition of capital assets, increased by \$31,645,000, or 20.5%, over that of the preceding year. Repayment of principal on loans is not included in expense but is applied separately against the parliamentary grant, which includes the annual amount required for the repayment.

Expenses for 1967/68 were higher than the past year due mainly to program costs which show an increase of \$21,438,000, or 22% over the previous year. These increased program costs are attributable to special centennial telecasts, increased salaries resulting from negotiated union agreements, and general price increases.

Radio Service

The cost of programs, distribution and transmission of the radio service was \$28,398,799 compared to \$24,921,000 for the previous year.

Extensions and improvements in the radio service included the commencement of operation of 26 low power relay transmitters. In addition, and with reference to the explanatory notes on the table of Significant Statistics, it included -

- increase of 0.7% in station hours on air from 199,416 to 200,929.
- increase of 0.9% in hours of network and local programs from 74,123 to 74,787.
- extension of the networks by 1,401 miles to a total of 23,522 miles.

Television Service

The cost of programs, distribution and transmission of the television service was \$113,005,939 compared to \$91,136,000 for the previous year. Extensions and improvements in the television service included the commencement of operation of 21 rebroadcasting stations.

In addition, and with reference to the explanatory notes on the table of Significant Statistics, it included -

- increase of 5.1% in station hours on air from 71,798 to 75,456.
- increase of 3.4% in hours of network and local programs originated by individual stations from 25,897 to 26,767.
- extension of the networks by 42 miles to 9,970 miles.
- increase of telecasting in color to an average of 35 hours weekly on the English network and 29 hours weekly on the French network in the fall and winter schedule. This compared with an average of 27 hours weekly on the English network and 21 hours weekly on the French network, last year.

Interest on Loans

Interest paid on loans was \$3,760,000 compared to interest of \$2,203,000 paid the previous year. The amount required to pay interest on loans is provided for in the parliamentary grant.

Income

The gross advertising revenue of \$38,734,000 showed an increase of \$3,581,000, or 10.2% over last year. Revenue of the television service was \$36,606,000 and of the radio service \$2,128,000. Combined, these revenues equalled 21.9% of the Corporation's expense, excluding depreciation and amortization, as compared to 23.9% in 1966/67.

Parliamentary Grant

The grant voted by Parliament to discharge the responsibilities of the national broadcasting service was \$140,147,000. The net operating requirements, exclusive of depreciation and amortization, of \$136,613,000 together with the sum of \$2,890,000 required for repayment of Canada Loans, resulted in an unexpended balance of \$644,000 to be refunded to the Receiver General of Canada.

FINANCIAL POSITION

Working Capital

During the year the working capital of the Corporation remained at \$15,000,000.

Investment

There was no change in the investment in Canada bonds. These bonds bear interest at the rate of $2\frac{3}{4}\%$ and mature on June 15, 1968. They are shown at cost on the Balance Sheet and the market price at March 31, 1968 was \$991,400.

Programs, and Film and Script Rights

These assets show a decrease of \$3,358,000, or 22.7% under last year. The reduction was due mainly to the broadcast from inventory of special centennial programs.

Capital Assets

Capital assets, at \$139,689,000, increased by \$16,666,000 from \$123,023,000. About 37% of this increase was for extensions and improvements to coverage, distributed some 89% to television and 11% to radio. Of the balance, \$3,700,000 was expended for consolidation of facilities and the remainder on additions and replacements to existing plant assets.

Equity of Canada

The equity of Canada in the Corporation at March 31, 1968, was \$103,304,000. This consisted of \$74,125,000 Canada loans to finance the acquisition of capital assets, \$13,793,000 book value of capital assets not encumbered by loans, and the balance as working capital.

This year the Corporation borrowed \$21,300,000 from Canada for the acquisition of

Capital assets. Interest rates on the capital loans were $5\frac{9}{16}\%$ in the first quarter and $6\frac{11}{16}\%$ in the last quarter denoting an increase of $1\frac{1}{8}\%$ over the year.

INTERNATIONAL BROADCASTING SERVICE

The Corporation operated the International Broadcasting Service on behalf of Canada and all maintenance and operational costs were borne by Canada. In accordance with the provisions of Order-in-Council P.C. 156/8855, dated November 17, 1943, the Corporation carried on its books, and showed on its Balance Sheet as a separate item, the total cost of the Crown's property together with a like sum as a liability to Canada. This arrangement terminated April 1, 1968 and was replaced by Order-in-Council P.C. 1968-525, dated March 19, 1968, by which all operations of the International Broadcasting Service became an integral part of the Canadian Broadcasting Corporation.

Gross expenditures of the International Broadcasting Service during the year, totalling \$4,250,000 showed an increase of \$942,000, or 28.5% over the previous year's gross expenditures of \$3,308,000. From this was deducted revenue of \$470,000 paid by the Corporation to the International Broadcasting Service for occupancy of the Radio Canada Building in Montreal and for use of the shortwave transmitter facilities by the Northern Radio Service. The net expenditures of \$3,780,000 represented an increase of \$940,000 or 33.1% over the previous year which amounted to \$2,840,000.

AUDIT

In accordance with Section 34 of the Broadcasting Act, the accounts and financial statements of the Corporation are examined by the Auditor General of Canada and his report, in compliance with the requirements of Section 87 (3) of the Financial Administration Act, accompanies this report.

Ottawa, June 10, 1968.

The Honourable Jean Marchand,
Secretary of State,
Ottawa.

Sir,

I have examined the accounts and financial statements of the Canadian Broadcasting Corporation for the year ended March 31, 1968.

I would refer you to my observation in last year's report relative to sections 22 and 25 of the Broadcasting Act, 1958, c.22, which provide for the appointment and the fixing of the salaries of the President and Vice-President by the Governor in Council. During the year, the President resigned and the Directors of the Corporation have purported to grant him a retiring allowance of six months' salary. In my opinion, the granting of this allowance was not within the competence of the Directors of the Corporation under the Broadcasting Act, 1958, c.22.

In compliance with the requirements of section 87 of the Financial Administration Act, I report that, in my opinion, subject to the foregoing observation:

- (a) proper books of account have been kept by the Corporation;
- (b) the financial statements of the Corporation
 - (i) were prepared on a basis consistent with that of the preceding year and are in agreement with the books of account,
 - (ii) in the case of the balance sheet, give a true and fair view of the state of the Corporation's affairs as at the end of the financial year, and
 - (iii) in the case of the statement of operations, give a true and fair view of the operations of the Corporation for the financial year; and
- (c) the transactions of the Corporation that have come under my notice have been within the powers of the Corporation under the Financial Administration Act and any other Act applicable to the Corporation.

Yours faithfully,



Auditor General of Canada.

BALANCE SHEET

as at March 31, 1968

Assets	<u>1968</u>	<u>1967</u>
Current assets :		
Cash	\$ 8,916,395	\$ 6,524,603
Accounts receivable	5,941,904	4,894,969
Due from Canada in respect of expenditures incurred on behalf of International Broadcasting Service	336,361	252,497
Investment in Canada bonds, at cost (Market value \$991,400)	963,333	963,333
Engineering and production supplies, at cost	2,563,207	2,582,063
Programs completed and in process of production	7,881,445	10,789,786
Film and script rights	3,524,944	3,974,115
Prepaid rent, insurance and other items	<u>358,938</u>	<u>465,952</u>
Total current assets	30,486,527	<u>30,447,318</u>
International Broadcasting Service facilities, at cost (contra)	6,515,320	<u>6,407,417</u>
Capital assets, at cost: (Note 1)		
Land and buildings	\$ 47,911,415	44,369,730
Technical equipment	84,733,993	72,371,280
Furnishings and equipment	5,091,758	4,787,961
Other	<u>1,952,228</u>	<u>1,494,651</u>
	139,689,394	123,023,622
Less: accumulated depreciation	<u>51,771,135</u>	<u>46,033,122</u>
	<u>87,918,259</u>	<u>76,990,500</u>
	<u>124,920,106</u>	<u>113,845,235</u>

Certified correct:

V.F. DAVIES, Vice-President, Finance

Approved on behalf of the Corporation :

GEORGE F. DAVIDSON, President

JEAN-CLAUDE DELORME, Director

Liabilities	1968	1967
Current Liabilities :		
Accounts payable and accrued liabilities	\$ 14,456,549	\$ 15,264,800
Due to Canada - refundable balance of grant in respect of the net operating amount required to discharge the responsibilities of the national broadcasting service	<u>644,301</u>	<u>40,135</u>
Total current liabilities	15,100,850	<u>15,304,935</u>
International Broadcasting Service facilities provided by Canada (contra)	6,515,320	<u>6,407,417</u>
Equity of Canada :		
Loans to finance the acquisition of capital assets, repayable in 1969-88 at interest varying from 5-1/4% to 6-11/16%	\$ 74,124,837	55,714,742
Proprietor's Equity Account, per statement attached	<u>29,179,099</u>	<u>36,418,141</u>
	<u>103,303,936</u>	<u>92,132,883</u>
	<u>124,920,106</u>	<u>113,845,235</u>

The accompanying notes are an integral part of the financial statements.

I have examined the above Balance Sheet and the related Statement of Operations and have reported thereon under date of June 10, 1968 to the Secretary of State.

A.M. HENDERSON,
Auditor General of Canada.

STATEMENT OF OPERATIONS

for the year ended March 31, 1968

Expense	1968	1967
Cost of production and distribution : (Note 2)		
Programs	\$119,439,507	\$ 98,001,881
Network distribution	14,137,682	12,149,163
Station transmission	7,827,549	5,906,199
Payments to private stations	5,464,020	5,010,405
Commissions to agencies and networks	<u>4,435,999</u>	<u>4,143,701</u>
	151,304,757	125,211,349
Emergency broadcasting	1,008,578	931,238
Radio and Television broadcasting services at Canadian Universal and International Exhibition, Montreal, 1967	3,921,493	2,690,355
Operational supervision and services :		
Programs	\$ 5,636,175	4,899,849
Administration	5,877,009	5,501,765
General	<u>2,868,904</u>	<u>2,660,139</u>
	14,382,088	13,061,753
Total cost of production and distribution	170,616,916	141,894,695
Selling and general administration :		
Selling expense	2,695,722	2,416,259
Engineering and development	1,485,361	1,308,541
Management and central services	<u>7,327,819</u>	<u>6,418,146</u>
	11,508,902	10,142,946
Interest on loans to finance the acquisition of capital assets	<u>3,759,621</u>	<u>2,202,958</u>
Total expense	185,885,439	154,240,599
Income		
Advertising revenue-gross (Note 2)	38,734,295	35,153,014
Interest on investments	573,568	498,844
Miscellaneous	<u>892,939</u>	<u>544,152</u>
	40,200,802	36,196,010
Net cost of operations	<u>145,684,637</u>	<u>118,044,589</u>

The accompanying notes are an integral part
of the financial statements.

STATEMENT OF SOURCE OF FUNDS
TO DISCHARGE NET COST OF OPERATIONS
for the year ended March 31, 1968

Parliamentary grant in respect of the net operating amount required to discharge the responsibilities of the national broadcasting service: Appropriation Act No. 7, 1967	\$140,147,000	
Less: Amount required for repayment of loans by Canada	<u>2,889,905</u>	\$137,257,095
Deduct Amount to be refunded		<u>644,301</u>
Net funds received for operating requirements		136,612,794
Add Depreciation and amortization, included as an operating cost, not recoverable from the parliamentary grant		<u>9,071,843</u>
Net cost of operations, per Statement of Operations		<u><u>145,684,637</u></u>

STATEMENT OF PROPRIETOR'S EQUITY ACCOUNT
for the year ended March 31, 1968

Balance as at April 1, 1967		\$ 36,418,141
Add Amount included for repayment of loans by Canada in parliamentary grant in respect of the net operating amount required to discharge the responsibilities of the national broadcasting service.		<u>2,889,905</u> 39,308,046
Deduct Depreciation and amortization, included as an operating cost, not recoverable from the parliamentary grant.	\$ 9,071,843	
Net write-off, including \$700,000 applicable to installation costs, arising from physical inventory of capital assets.	1,005,452	
Net loss on disposal of capital assets	<u>51,652</u>	<u>10,128,947</u>
Balance as at March 31, 1968		<u><u>29,179,099</u></u>

The accompanying notes are an integral part of the financial statements.

NOTES TO FINANCIAL STATEMENTS

1) Capital Assets

Capital assets in the amount of \$139,689,394. include the sum of \$17,031,000. expended during the last nine years in connection with the planned consolidation of facilities in Toronto, Montreal, Winnipeg, Vancouver, Halifax and Ottawa. The present estimate of the future cost of consolidation of facilities for the Corporation is \$157,745,000. of which, subject to the provision of funds by Parliament for the purpose, approximately \$4,150,000. will be expended during the year ending March 31, 1969, and \$153,595,000. during subsequent years.

2) Production and Distribution of Programs

Costs relative to programs available for advertising and advertising revenue earned thereon, are as follows :

	<u>1967-1968</u>	<u>1966-1967</u>
Programs which carried advertising	\$43,088,000	\$35,338,000
Programs available but which did not carry advertising	<u>32,953,000</u>	<u>28,243,000</u>
Program and related costs (exclusive of operational supervision, selling and general administration)	<u>76,041,000</u>	<u>63,581,000</u>
Advertising revenue (gross)	<u>38,734,000</u>	<u>35,153,000</u>

3) Remuneration of Directors

Total remuneration of directors, as directors, officers or employees of the Corporation for the year was \$66,102.

4) CBC Pension Plan

A report received during the year on the actuarial valuation of the CBC Pension Fund as at December 31, 1966 confirmed that the assets held in the Fund were then adequate to meet all accrued liabilities for service rendered to that date. The actuarial valuation indicates an unfunded liability in respect of service to be rendered after that date of \$12,917,000. Regulations made pursuant to the Pension Benefits Standards Act, 1966-67, c.92, require the unfunded liability to be liquidated over a period not to exceed sixty years. The actuaries reported that the present rates of contributions were sufficient to meet the total current service cost including the liquidation of the unfunded liability.

STATEMENT OF
INTERNATIONAL BROADCASTING SERVICE EXPENDITURES
RECOVERABLE OUT OF PARLIAMENTARY APPROPRIATIONS
for the year ended March 31, 1968

Expenditures	<u>1968</u>	<u>1967</u>
Programming and distribution :		
Production and transmission - general	\$ 1,601,867	\$ 1,335,329
Television production	174,527	73,400
English Language	203,730	187,288
French Language	151,695	136,134
German Language	75,895	71,927
Other European Languages	421,585	377,382
Latin American Languages	<u>129,041</u>	<u>119,872</u>
	<u>\$ 2,758,340</u>	<u>\$ 2,301,332</u>
Centennial Programming	<u>439,511</u>	<u>132,048</u>
General overhead :		
Administration and general services	1,052,500	874,684
Less : revenue	<u>470,000</u>	<u>467,856</u>
	<u>582,500</u>	<u>406,828</u>
Net Expenditures	<u>\$ 3,780,351</u>	<u>\$ 2,840,208</u>

ANALYSIS OF PRODUCTION AND DISTRIBUTION COSTS
AND OF REVENUE
for the year ended March 31, 1968

Cost of Production and Distribution	NETWORKS AND STATIONS		
	<u>English Language</u>	<u>French Language</u>	<u>Total</u>
Radio Service :			
Programs	\$ 16,237,649	\$ 6,705,542	\$ 22,943,191
Network Distribution	2,082,132	755,096	2,837,228
Station transmission	2,181,823	436,557	2,618,380
Payments to private stations	31,007	125,571	156,578
Commissions to agencies and networks	113,489	90,133	203,622
Emergency broadcasting	791,734	216,844	1,008,578
Operational supervision and services	<u>2,025,995</u>	<u>787,887</u>	<u>2,813,882</u>
	<u>23,463,829</u>	<u>9,117,630</u>	<u>32,581,459</u>
Television Service :			
Programs	60,152,442	36,343,874	96,496,316
Network distribution	8,908,768	2,391,686	11,300,454
Station transmission	4,132,877	1,076,292	5,209,169
Payments to private stations	4,636,844	670,598	5,307,442
Commissions to agencies and networks	3,561,651	670,726	4,232,377
Operational supervision and services	<u>7,713,212</u>	<u>3,854,994</u>	<u>11,568,206</u>
	<u>89,105,794</u>	<u>45,008,170</u>	<u>134,113,964</u>
Total	<u>112,569,623</u>	<u>54,125,800</u>	<u>166,695,423</u>
Radio and television broadcasting services at Canadian Universal and International Exhibition, Montreal, 1967			<u>3,921,493</u>
			<u>170,616,916</u>
Advertising Revenue (gross)			
Radio service	1,182,717	945,483	2,128,200
Television service	<u>29,928,806</u>	<u>6,677,289</u>	<u>36,606,095</u>
Total	<u>31,111,523</u>	<u>7,622,772</u>	<u>38,734,295</u>

SIGNIFICANT STATISTICS

	<u>1968</u>	<u>1967</u>	<u>1966</u>	<u>1965</u>	<u>1964</u>
<i>Radio Service</i>					
PROGRAM COSTS	\$ 22,943,000	\$ 20,204,000	\$ 17,516,000	\$ 15,738,000	\$ 14,307,000
Programming hours	74,787	74,123	66,912	61,914	53,217
NETWORK DISTRIBUTION	\$ 2,837,000	\$ 2,664,000	\$ 2,542,000	\$ 2,367,000	\$ 2,233,000
Miles of networks	23,522	22,121	21,021	20,580	18,217
Stations on networks	316	286	256	247	228
STATION TRANSMISSION	\$ 2,618,000	\$ 2,053,000	\$ 1,835,000	\$ 1,728,000	\$ 1,493,000
Station hours on air	200,929	199,416	196,078	176,123	153,047
NET OPERATING REQUIREMENT	\$ 33,793,000	\$ 29,171,000	\$ 24,031,000	\$ 21,424,000	\$ 19,545,000
Radio households	5,208,000	5,071,000	4,942,000	4,828,000	4,703,000
<i>Television Service</i>					
PROGRAM COSTS	\$ 96,496,000	\$ 77,798,000	\$ 68,141,000	\$ 63,881,000	\$ 60,081,000
Programming hours	26,767	25,897	25,107	24,317	22,451
NETWORK DISTRIBUTION	\$ 11,300,000	\$ 9,485,000	\$ 8,994,000	\$ 8,360,000	\$ 8,196,000
Miles of networks	9,970	9,928	8,871	8,865	8,326
Stations on networks	265	245	214	185	143
STATION TRANSMISSION	\$ 5,209,000	\$ 3,853,000	\$ 3,675,000	\$ 3,276,000	\$ 2,914,000
Station hours on air	75,456	71,798	68,063	62,008	54,940
NET OPERATING REQUIREMENT	\$102,820,000	\$ 81,861,000	\$ 70,319,000	\$ 64,445,000	\$ 58,832,000
Television households	5,105,000	4,953,000	4,777,000	4,589,000	4,401,000
REPAYMENT ON CAPITAL LOANS	\$ 2,890,000	\$ 1,371,000	\$ 713,000	-	-
<i>Combined Services</i>					
INCOME FROM PUBLIC FUNDS	\$139,503,000	\$112,403,000	\$ 95,063,000	\$ 85,869,000	\$ 78,337,000
GROSS ADVERTISING AND MISCELLANEOUS REVENUE	\$ 40,201,000	\$ 36,196,000	\$ 34,358,000	\$ 33,449,000	\$ 33,010,000
TOTAL EXPENSE	\$179,704,000	\$148,599,000	\$129,421,000	\$119,318,000	\$111,387,000

EXPLANATORY NOTES :

- 1) Programming hours include the hours of network programs and the total hours of non-network programs originated by individual stations.
- 2) Miles of networks comprise the wire lines and microwave connecting all the stations on the English and French networks.
- 3) The stations on networks include both CBC and privately-owned basic and auxiliary stations.
- 4) The station hours on air represent the broadcasting time of the Corporation's stations, excluding in the case of radio and television, stations of the Northern Service.
- 5) Changes were made in the previously reported households (homes) for the past years 1964 to 1967 due to more accurate figures being available through the 1966 Census.

CAI BC

-A55

Classified
Publication

CANADIAN
BROADCASTING
CORPORATION

6869

**ANNUAL
REPORT**



CONTENTS

	Page
Directors of the Corporation	(i)
Senior Officers of the Corporation	(ii)
Letter of Transmittal	(iii)
Introduction	1
French Network Television	3
Audiences To CBC French TV Network Programs	9
English Network Television	13
Audiences To CBC English TV Network Programs	19
French Network Radio	25
Audiences To CBC French Radio Network Programs	31
English Network Radio	33
Audiences To CBC English Radio Network Programs	39
FM Radio	43
Regional and Local Programming	45
Northern Service	53
Armed Forces Services	57
External Services	59
Audience Research	67
Commercial Activities	69
Coverage	73
Production Facilities and Techniques	79
Personnel	83
Financial Report	85
Scope of the Service	96

TABLES AND GRAPHS

	Page
Table 1	French Network Television -- Some representative programs. 6
Table 2	Audiences to some CBC French TV network programs. 10
Table 3	✓ English network television -- Some representative programs. 17
Table 4	✓ Audiences to some CBC English television network programs. 20
Table 5	✓ Analysis of Program Content of CBC television networks in a representative Winter Week, 1969. 22
Table 6	✓ Origin of programs in hours on CBC television networks in a representative Winter Week, 1969. 23
Table 7	French network radio -- Some representative programs. 28
Table 8	English network radio -- Some representative programs. 36
Table 9	Analysis of program content of CBC AM radionetworks in a representative Winter Week, 1969. 40
Table 10	Analysis of program content of CBC FM radio network in a representative Winter Week, 1969. 41
Table 11	Regional and Local programming -- Some representative programs. 47
Table 12	Hours of Local and Regional programming on ten English Language CBC Television stations in a normal winter week, by station. 52
Table 13	Northern Service -- Some representative programs. 55
Table 14	International Service program schedule, spring, 1969. 62
Table 15	Countries which bought or exchanged CBC radio and television programs for local broadcast. 63
Table 16	TV programs sold to or exchanged with other countries for local broadcast. 63
Table 17	List of CBC awards, 1968-69. 64
Table 18	Program Salability. 70
Table 19	Gross advertising revenue. 71
Table 20	Comparison of the growth of advertising revenues with the Gross National Product (millions of dollars). 72
Table 21	Television and radio households in Canada -- Estimates as of January 1, 1969. 72
Table 22	✓ CBC coverage in Canada -- radio and television, English, French and composite networks, estimates as of March 31, 1969. 75

		Page
Graph 23	Growth of CBC television coverage -- composite French and English network, 1952 to 1969.	76
Table 24	✓ Average hours of network programs in a Winter Week broadcast by an affiliate (with minimum hours shown in parentheses).	77
Table 25	Communities of 500 or more not receiving CBC television at all or not receiving it in the language of the community.	77
Table 26	Communities of 500 or more not receiving CBC radio at all or not receiving it in the language of the community.	77
Table 27	Extension of coverage this year by CBC.	78
Table 28	Amount of color programs in hours on CBC networks each week.	81
Table 29	Amount in hours of local color programs, predominantly film, on CBC television stations each week.	81
Table 30	Some major engineering and technical projects in 1968-69.	82
Map 31	Scope of CBC national TV service.	96
Table 32	CBC and affiliated stations -- television networks.	97
Map 33	Scope of CBC national radio service.	104
Table 34	CBC and affiliated stations -- radio network.	105
Table 35	CBC Northern Service -- Frontier Coverage television stations.	114
Table 36	CBC Northern Service -- radio stations.	114
Table 37	CBC Northern Service -- low power relay transmitters.	115

1968 – 1969

DIRECTORS OF THE CORPORATION

George F. Davidson, Ottawa (President)
Jacques Archambault, Québec, Qué.
Jean-Claude Delorme, Beaconsfield, Qué.
Gordon F. Denning, St. Thomas, Ont.
Mrs. Una M. Evans, Edmonton, Alta.
Mrs. Beatrice R. Hayes, Montréal, Qué.
James S. Hinds, Sudbury, Ont.
Mrs. Denise Lacroix, Trois-Rivières, Qué.
Michael Lypka, Hamilton, Ont.
Norman L. McCowan, Hay River, N.W.T.
Yves J. Ménard, Westmount, Qué.
Irving C. Pink, Yarmouth, N.S.
Rolland A. Pinsonneault, Gravelbourg, Sask.
Mrs. Olga Riisna, Toronto, Ont.
Richard B. Wilson, Victoria, B.C.

EXECUTIVE COMMITTEE

George F. Davidson, Chairman
Jean-Claude Delorme
Richard B. Wilson
Yves J. Ménard
Irving C. Pink

FINANCE COMMITTEE

Jean-Claude Delorme, Chairman
George F. Davidson
Gordon F. Denning
James S. Hinds
Michael Lypka

PROGRAM SUB-COMMITTEE – ENGLISH

Richard B. Wilson, Chairman
George F. Davidson
Mrs. Una M. Evans
Mrs. Beatrice R. Hayes
Norman L. McCowan
Mrs. Olga Riisna

PROGRAM COMMITTEE

Richard B. Wilson, Chairman
Jacques Archambault, Vice-Chairman
George F. Davidson
Mrs. Una M. Evans
Mrs. Beatrice R. Hayes
Mrs. Denise Lacroix
Norman L. McCowan
Rolland A. Pinsonneault
Mrs. Olga Riisna

PROGRAM SUB-COMMITTEE – FRENCH

Jacques Archambault, Chairman
George F. Davidson
Mrs. Denise Lacroix
Rolland A. Pinsonneault

SENIOR OFFICERS

CORPORATE

G.F. Davidson, President
L.A. Picard, Executive Vice-President
J.P. Gilmore, Vice-President, Planning and Assistant Chief Operating Officer
R.C. Fraser, Vice-President, Corporate Affairs -
Marcel Ouimet, Vice-President, Programming -
J.E. Hayes, Vice-President, Engineering -
Guy Coderre, Vice-President, Administration
V.F. Davies, Vice-President, Finance -
J.R. Alleyn, Q.C., General Counsel
K.J. Radford, Executive Director, Management Information Systems

NETWORK

E.S. Hallman, Vice-President and General Manager, Network Broadcasting (English)
Raymond David, Vice-President and General Manager, Network Broadcasting (French)

REGIONAL

Charles Jennings, Vice-President and General Manager, Regional Broadcasting
R.W. McGall, Director for the Province of British Columbia, Vancouver
J.R. Finlay, Director for the Prairie Provinces, Winnipeg
S.R. Kennedy, Director for the Maritimes Provinces, Halifax
A.K. Morrow, Director for the Province of Newfoundland, St. John's
J.J. Dunn, Director, Ottawa Area
A.G. Cowan, Director of Northern and Armed Forces Services, Ottawa

EXTERNAL

H.G. Walker, Director-General, External Services
C.R. Delafield, Director of the International Service, Montreal

CANADIAN BROADCASTING CORPORATION

OFFICE OF THE
PRESIDENT
OTTAWA

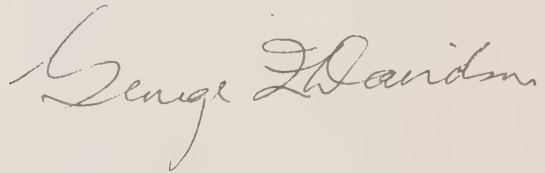
June 27, 1969.

The Honourable Gérard Pelletier,
Secretary of State,
O T T A W A .

Dear Sir:

In accordance with the provisions of Part III,
Section 47, of the Broadcasting Act, I submit herewith the
annual report of the Canadian Broadcasting Corporation for
the year ended March 31, 1969.

Yours faithfully,

A handwritten signature in cursive script, reading "George F. Davidson". The signature is written in dark ink and is positioned above the printed name.

George F. Davidson

Introduction

PROGRAMMING

The broadcast year was characterized by reporting of intense political activity at home and abroad; the news and public affairs departments were kept busy providing coverage of such events as the Liberal Leadership Convention, the Canadian and American elections, the Constitutional Conference and many other national and international stories of interest to Canadians.

A major broadcasting breakthrough was the live coverage of the Constitutional Conference for three days in February, 1969. It attracted a large and appreciative audience.

Another broadcasting first was the Great Debate which brought the leaders of the four major Canadian political parties into confrontation, live and on camera, during the federal election campaign. It attracted a total audience, on the CBC and private stations, of more than nine million people.

After the excitement of 1967, with its special Expo and Centennial programs and coverage of happenings in all parts of Canada, it was apparent in 1968 that the time had come for program change. The radio networks were the first to reflect these changes in their program schedules. The effect on the television schedules was not so dramatic in the period under review but at year's end it was beginning to be seen.

ORGANIZATION

During the year CBC organization moved towards greater decentralization. The first step was the move of the offices of the English and French Network Vice-Presidents and General Managers from Ottawa to Toronto and Montreal. This was done in order to enable operational decisions to be made as close as possible to the action (i.e. production and distribution of programs).

At the year's close plans for major changes in the structure of the CBC were under consideration with a view to improving the balance between network and regional program production and the streamlining of operations.

COVERAGE

The Corporation's long-range plan for extension of radio and television service envisages the eventual provision of CBC service, in the appropriate official language, to all areas of Canada with a population of 500 or more.

In the fiscal year 1968-69, 21 new radio transmitters and 17 new television transmitters began operation.

At the end of 1968-69, in English and in French, CBC television was within reach of 96.9% of Canadians; the comparable figure for radio was 98.9% (see Table 22).

As the number of people still to be served grows smaller, the areas in which they live, generally speaking, are more remote. To provide service to these remote areas is difficult technically and, at the same time, costly, particularly if provision of service to the scattered populations of the North is to be achieved through extension of the existing microwave links. Plans were developed throughout the year in cooperation with the appropriate government departments for extension of French-language coverage and of service to the North by means of a domestic satellite system. By satellite, remote and unserved areas would be able to enjoy live service instead of the recorded programs now made available in some areas by Frontier Coverage Packages (videotape programmed transmitters).

Achievement of these desirable goals, however, is dependent on additional funds for the purpose being made available to the CBC.

PARLIAMENTARY COMMITTEES

During the year the CBC appeared before three standing Parliamentary Committees: the House of Commons Committee on Broadcasting, Films and Assistance to the Arts; the Commons Committee on Health, Welfare and Social Affairs and the Senate Committee on Finance.

FINANCIAL

Total operating expense for the year was \$196,487,305, an increase of \$6.9 million or 3.7% over last year, and included \$10,577,294

for depreciation and amortization, not recoverable from the Parliamentary grant. An amount of \$41,535,822 of the funds required was obtained from revenue and the balance of \$144,374,189 was provided by Parliament.

Unexpended operating funds of \$2,770,906 were returned to the Receiver General of Canada at year end. This together with the \$3,954,905 capital loans repayment accounted for the total Parliamentary grant of \$151,100,000.

The capital assets of the International Service were merged with those of the Corporation at the beginning of the year, thereby increasing the total fixed assets less allowance for accumulated depreciation to \$89.3 million from the \$88 million at March 31, 1968 (see note (1) of the Notes to Financial Statements). During the year capital assets increased by \$11.3 million after providing for depreciation, bringing the total to just over \$100 million.

French Network Television

The past year was highlighted by a resurgence in the popularity of the French network's programming, crowning five years of unremitting effort to adapt it to the demands of increased competition. While aiming to win a larger audience, the network continued to observe two rules; to provide balanced program fare and to serve the interests of minority audiences.

The night-time schedule was altered to provide more entertainment programs in prime time. The 6:30 to 7:30 p.m. and 10:30 to 11:30 p.m. periods were earmarked for news and public affairs.

Entertainment programming was improved by adding more comedy to bolster variety and quiz shows. This year, at last, the most popular program was Moi et l'autre, a lively, spontaneous situation comedy. During the summer, les Cyniques offered a weekly hour of satirical comedy, and the serial Les Martin, while still experimenting, leaned towards the situation comedy format. On the drama side, Le Théâtre Alcan, in the Beaux Dimanches series, made great use of the flippant raillery of light comedy. In similar vein, the barbed satire of Les Couche-Tard, commenting on the passing scene, assured the continued success of this program.

Network programmers combined this lightening of program fare with a strategic distribution of the more popular attractions (serials, comedies and quizzes) throughout the weekly schedule, so as to ensure a faithful following not only for these mass audience shows but also for items with a more limited appeal such as the cultural and public affairs programs or documentaries which preceded or followed them.

Network producers worked to ensure that the shift to more popular programming did not result in dilution of program quality.

VARIETY

Variety program producers, for instance, have taken special care with picture composition. They utilized the resources of color and sought a style both suited to the medium and artistically original. Typical examples were the

youthfully dynamic and enterprising program Du feu, S.V.P., and the big Sunday-night variety showcase, Zoom.

Variety on the French network succeeded in achieving a relaxed, youthful style, centred on the chanson, which has flourished so abundantly in French-Canadian soil. Some artists such as Vigneault, Lévêillé and Ferland have achieved international stature, and others like Monique Leyrac, Pauline Julien, Renée Claude emerged as discerning and sensitive interpreters of the poet-composers. Following in the wake of these big names, a host of artists, composers and performers appeared on les Cailloux, Mon pays, mes chansons, A guichet fermé, Tour a tour and similar programs.

DRAMA, MUSIC

The pursuit of excellence also had its impact on TV drama. Thanks to the care taken in staging, the quality of performance and the high calibre of the works presented, les Beaux Dimanches has some memorable productions to its credit, such as l'Héritière, a psychological drama by Henry James, which provided a gripping television experience; la Neige en octobre, by Canadian writer André Langevin, a work of rare quality enhanced by sensitive, intelligent production; and les Vingt-quatre heures de trop by Hubert Aquin, a psychological suspense drama presented in a style well suited to the TV medium.

Besides Canadian productions, les Beaux Dimanches offered ORTF productions which were veritable masterpieces of acting, including les Femmes savantes, by Molière, le Jeu de l'amour et du hasard, by Marivaux and the Rossellini production la Prise du pouvoir par Louis XIV, so convincing by its dispassionate presentation of historic fact. Some of the network's finest prestige programs during the year were musical offerings. Les Beaux Dimanches featured elaborate productions of outstanding quality such as Carmina Burana, la Fille de Madame Angot and an abridged version of Massenet's Thaïs. Leading musicians were heard, including pianist Philippe Entremont, conductor Herbert Von Karajan, cellist Leonard Rose and bass Joseph Rouleau. Add to these a performance of the New York City Ballet, which delighted ballet lovers.

YOUTH

The CBC's French network produces more youth programs than any other French-language television organization. Production covers a wide range of formats designed to serve a variety of age groups and interests. Last year for the tots, there was the wonderful Boîte, which opened every evening to reveal the fantastic and poetic world of Picolo, of Sol and Goblet, of Fanfreluche, the Pirate Maboule and la Ribouldingue. There was also Monsieur Surprise, that confidant and friend who presented cartoons interspersed with songs; la Souris verte, the mischievous rodent on the morning kindergarten show, Bobino and the priceless Bobinette, so dear to children because of her impish spontaneity.

For pre-teens and teens, Tour de terre, Atome et galaxies and la Vie qui bat offered interesting educational programs designed to stimulate a child's thirst for knowledge.

This positive approach to children's main centres of interest led programmers to instil in children an appreciation of movies through Images en tête, a program devoted to the great classics of this medium.

Cent millions de jeunes and the new magazine Si jeunesse pouvait were two programs designed to keep young people informed. The latter program, aimed at young adults, sought to arouse an informed awareness of the complex world in which we live through objective information, discussion and active participation by the young people themselves.

CURRENT AFFAIRS

Youth programming was not alone in attempting to foster an understanding of the world we live in. Indeed, almost a third of the regular schedule was devoted to information programs of some sort or another.

First place was held by Téléjournal, with a format rejuvenated by added emphasis on features and visual items. Supplementing Téléjournal, there were Caméra 68-69, Deux plus un and Tirez au clair, which sought to explore current events in greater depth.

The major magazine program Aujourd'hui, not so closely linked with day-to-day happenings, continued to set the standard for TV information programs with its coverage of important events. Another program, les Temps changent, carried out a television "first". Using social animation and group dynamics and techniques, it obtained the direct co-operation of the public in dealing with topics of social or psychological interest. Such programming provoked thought and participation. For example, the question: "What is the most important thing in life?" resulted in a fruitful confrontation of values and provided a unique television experience for the audience.

Going beyond mere entertainment, TV tries to make people think and to provide the intellectual nourishment needed for a richer life. Nowhere was this intention more explicit than in Dossier, a program devoted to the careful examination of specific problems or issues.

Vivre, another program dedicated to improving the quality of life, successfully popularized such scientific subjects as psychology and psychiatry.

Two other programs for thoughtful viewers were the NFB production Cinéma et réalité and la Télévision est là, which attempted to assess the effects of the tremendous incursion of pictures in our civilization.

ATTENTION TO MAN

Man as such is by no means neglected as a subject for CBC programming. One such program was Au bout de mon âge, in which guests gave simple accounts of the stages of their spiritual development. Another was l'Envers des hommes, which endeavoured to reveal the human element in the most unexpected situations, such as overnight hostels, the colonization of the Abitibi region, teen-age gangs, and so on. A similar interest motivated les Descendants, which reconstructed the portraits of great men through their living descendants.

FILM AND TELEVISION

The CBC's French network broadcast 100 hours of programming a week. Obviously, no TV organization in the world, no matter what its

resources, could fill such a schedule with live programming. Inevitably, the CBC made extensive use of film.

On average, three feature films were shown on television every day, or over a thousand a year. All these films could not be masterpieces. However, three points are worth noting : 1. The diversity of sources. Television presents films from all countries, with French and American movies leading by a wide margin. 2. A proportion of the films shown are of undoubted quality, for example : le Christ interdit, by Malaparte, le Père tranquille by René Clément, le Jour se lève by Marcel Carné, and Témoin à charge by Billy Wilder. 3. Cooperation between television and Canada's infant film industry and the National Film Board in particular. The network televised le Règne du jour and les Voitures d'eau, by Pierre Perrault, and the excellent document De mère en fille, by Anne-Claire Poirier, which was watched by over a million viewers at its first showing. A Fernand Dansereau film, le Festin des morts, and a production by Claude Savard entitled Deux pas sur la pointe, were also programmed.

Television made liberal use of American filmed series such as la Soeur volante, les Incorruptibles, Ma sorcière bien-aimée and Jinny, plus children's cartoon series and two outstanding family programs entitled Walt Disney présente and Cher Oncle Bill.

COMMUNITY OF FRENCH-LANGUAGE TV BROADCASTERS

In view of foreign competition and their own slender resources, the television organizations of the French-speaking countries have decided to pool their resources to produce television programs. As a result, series like d'Iberville and Provinces were made with producer Jean-Paul Fugère, les Atomistes with Patricia Nolin, and Sébastien parmi les hommes with Louise Marleau. Such productions provided new outlets towards international careers for Canadian artists.

SPORTS

Sports have always been a universal pastime of kings and commoners. The French network's sports programming attempted to satisfy this demand by covering the major events in

sports of all descriptions : hockey, football, soccer, tennis, swimming, track and field, curling, golf, bowling, lacrosse and baseball. It also provided first-hand information about sports, both in the form of news reports and on-the-spot coverage, such as was provided from the Mexican Olympics.

FARM AND FISHERIES

Farm and fisheries programs are an example of an essential service which the CBC provides to minority audiences. During the past year, two more information programs were added to the schedule, supplementing les Quatre Saisons and les Travaux et les jours. These were Horizons verts, which reported on agricultural achievements in other countries and L'Agriculture de demain, a series of talks on the development of agriculture in relation to technology and market changes.

WOMEN'S PROGRAMS

The major magazine Femmes d'aujourd'hui, seen five times a week in the afternoon, has the formidable task of meeting the many and complex needs of modern woman. This program is a world in itself, dealing with all kinds of topics such as economics, psychology, literature, physical education, religion, and many other subjects which round out women's traditional interest in dressmaking and cooking.

EDUCATION

For those who expect more than entertainment and information from a powerful medium like television, the CBC, in cooperation with the universities and the Quebec Department of Education, continued to offer a wealth of instruction, with lectures on history, literature, geography and medicine at the university level and teaching in mathematics, physical education, plastic arts and the natural sciences at the school level.

These educational broadcasts were supplemented by cultural enrichment programs such as Le Professeur Guillemin, who talked this year about Napoleon; D'hier à demain, which presented monographs on various subjects such as Picasso, ghettos, World War II, etc.; Lecture pour tous, a review of literary developments and, finally, Langue vivante, a program on the French language aimed at the general public.

TABLE 1 : FRENCH NETWORK TELEVISION - SOME REPRESENTATIVE PROGRAMS

NEWS AND SPECIAL EVENTS

Téléjournal
Caméra 68-69
Liberal Convention
American Conventions
Assassination of Robert Kennedy
Constitutional Conference

DOCUMENTARY/DISCUSSION/INTERVIEW

Le Sel de la semaine
François Mauriac
Aragon
Alain Grandbois
Jean Rostand
Han Suyin
Aujourd'hui
Tirez au clair
Deux plus un
Dossier
Les jeunes et la drogue
L'avortement
L'obésité
La publicité
Les Temps changent
L'Envers des hommes
Partout
Justice
D'hier à demain

ARTS AND LETTERS

Lecture pour tous
Le Professeur Guillemin
Langue vivante

EDUCATION

Undergraduate level
Canadian History
French-Canadian Literature
Rural Geography
Political Geography
Graduate level
Modern Medicine
ETV
Plastic Arts
Physical Education
Forests and Nature Trails
Mathematics

WOMEN

Femmes d'aujourd'hui

RELIGION

5D
Au bout de mon âge
Les Héritiers du christianisme
Le 8e jour

SPORTS

La Soirée du hockey
L'Univers des sports
Prenez le volant
Jeux olympiques de Mexico
L'Heure des quilles
Football canadien

FARMS AND FISHERIES

Les Quatre Saisons
Les Travaux et les jours
Les Horizons verts
L'Agriculture de demain

FILMS

Ciné-Club
Festival Bergman
Alphaville
Lola Montès
Christ Interdit
Les Grands Films
Séries filmées
Walt Disney presents
Cher Oncle Bill
Jinny
Sébastien parmi les hommes
Provinces
De mère en fille
Les Acadiens de la dispersion
Les Voitures d'eau

OTHER

La Semaine du français
Le Débat des chefs de parti

MUSIC

Les Beaux Dimanches
Carmina Burana
La Fille de Madame Angot
Thais
Hommage à Charles Munch
New York City Ballet
La Symphonie du Nouveau Monde
Concerts populaires
Variations (Québec City)

VARIETY

Moi et l'autre
Zoom
Mon pays, mes chansons
Du feu, S.V.P.
A guichet fermé
Ballade et chansons (Moncton)
Émission impossible
Les Couche-tard
Fleurs d'amour, fleurs d'amitié

QUIZ

A la seconde
Tous pour un ..
Ni oui, ni non

DRAMA

Les Beaux Dimanches
L'Héritière
La Neige en octobre
La Voix humaine
Les Femmes savantes
La Prise du pouvoir par Louis XIV
Le Jeu de l'amour et du hasard
Vingt-quatre heures de trop
Le Théâtre Alcan
Croque-monsieur
Le complexe de Philémon
Téléromans
Le Paradis Terrestre
Les Belles Histoires
Rue des Pignons
Les Martin
Le Monde de Marcel Dubé

YOUTH

Atome et galaxies
La Vie qui bat
Images en tête
etc

Audiences To CBC French TV Network Programs

The largest audience for a single broadcast on the French TV network in the 1968-69 season was the 2.9 million who watched at least part of the final day's coverage of the Liberal Leadership Convention on Saturday April 6, 1968. The combined (unduplicated) CBC French and English TV network audience for this broadcast was 9.3 million. The total (unduplicated) audience on both CBC and private TV stations was 13.6 million.

The next biggest audience for an individual broadcast on the CBC French network was for the televised National Debate of June 5, involving the leaders of the four main political parties, which preceded the General Election. Some 1.7 million viewers watched the debate on the CBC French network, the (unduplicated) audience to both CBC-TV networks being about 6.8 million. The program, which was also carried by the independent private stations, had a total national TV audience of about 9.3 million. Other national events covered by the French network throughout the season included the February Federal-Provincial Constitutional Conference. An adult-teenage audience of about 1.3 million watched at least some part of the network's series of reports over the three days of the conference, the biggest audience for a single broadcast being about 0.6 million.

Several special broadcasts of sports events also drew large audiences. The French TV network's coverage of each of the Stanley Cup playoff games in April, 1968, was watched by an adult-teenage audience of more than 1.5 million in Quebec alone; and the network's November 30 broadcast of the Grey Cup final game between Ottawa and Calgary was watched by just under 1.0 million viewers. From October 12-17 the CBC provided extensive coverage of the 1968 Summer Olympics held this year in Mexico City, with reports several times a day during this

period. On the French TV network adult-teenage audiences for individual broadcasts ranged from about a million to a quarter-of-a-million, depending mainly on the time of telecasting, with about 2.0 million persons over the age of 12 watching at least some part of this total coverage.

Among other special programs presented on the French TV network this past season which have proved particularly attractive to viewers, the most notable was the National Film Board documentary De mère en fille. Broadcast on Sunday, September 29, at the late hour of 11:05 pm-12:15 am, it attracted an unusually large audience of 1.1 million viewers. Repeated on March 2 at 11:30 pm it drew an 0.4 million audience. On both occasions those who watched the program much enjoyed it. Other NFB documentaries to draw large French TV network audiences were: Les voitures d'eau (0.7 million), Les Acadiens de la dispersion (0.6 million), L'été de l'avenue des ormes (0.6 million) and Nominingue (0.4 million). Among documentary programs produced elsewhere, Ainsi naît la Vie had an 0.9 million audience, La bataille de l'Atlantique an audience of 0.4 million. In the light entertainment field the following special programs had audiences of over 0.5 million: an end-of-the-year revue Bye Bye 68; Le bal de la Régence, a broadcast from the Quebec Winter Carnival; and a Marcel Amont special, Amont tour.

So much for 'specials'. Listed in Table 2 are the average weekly audiences, in mid-season 1968-69, to program series running regularly on the CBC French TV network. They are ranked according to the number of their adult-plus-teen-age viewers, the main target audiences for most of these programs. The cut-off is at the 0.5 million mark. The total audience, including children, is also shown:

TABLE 2 : Audiences to Some CBC French TV Network Programs

<u>Program</u>	<u>Day/Time (pm)</u>		<u>Total Audience</u> (millions)	<u>Adults plus Teens</u>
Moi et l'autre	Tues.	9:30-10:00	1.9	1.8
Rue des pignons	Tues.	9:00- 9:30	1.7	1.6
Ma sorcière bien-aimée	Mon.	8:30- 9:00	1.7	1.4
Les belles histoires	Mon.	7:30- 8:30	1.8	1.4
Zoom	Sun.	7:30- 8:30	1.5	1.3
Hockey	Sat.	8:00-10:15	1.3	1.2
Le paradis terrestre	Mon.	9:30-10:00	1.2	1.2
A la seconde	Mon.	9:00- 9:30	1.2	1.1
Les Couche-tard	Sat.	10:15-10:45	1.2	1.1
Hockey	Wed.	8:00-10:15	1.0	1.0
Du feu s.v.p.	Fri.	8:30- 9:00	1.1	0.9
Les grands films	Thurs.	8:00- 9:45	0.9	0.9
Les beaux dimanches	Sun.	8:30-10:00	0.9	0.9
Walt Disney	Sun.	6:35- 7:30	0.8	0.6
Des agents très spéciaux	Fri.	9:00-10:00	0.7	0.6
Tous pour un	Tues.	10:00-10:30	0.6	0.5
Le sel de la semaine	Mon.	10:00-11:00	0.5	0.5
Téléjournal	Daily	11:00-11:25 (average)	0.5	0.5
Les Martin	Wed.	10:15-10:45	0.5	0.5
Commando du désert	Wed.	7:30- 8:00	0.5	0.5

Mention should be made also of a number of programs, some of them broadcast other than in prime viewing time, which had smaller audiences than the programs named above, but which were nonetheless much enjoyed by those who watched them, as indicated by the CBC audience panel (see page 67). In this category are regular series such as Le jour du Seigneur which was specially enjoyed by elderly people and by those living in rural areas; Atome et galaxies, a popular science series designed primarily for children but one that has also built up an enthusiastic following among adults; Tirez au clair, a forum for the discussion of matters of public interest; and Femmes d'aujourd'hui, a weekday afternoon magazine program for women. Several one-occasion special

programs with adult-teenage audiences of less than 400,000 were also very much enjoyed by those who watched them. These include the Remembrance Day ceremony from Ottawa; the National Film Board documentary on Canadian Confederation, Cent ans déjà; a late night commentary on the results of the U.S. Presidential Elections; several of the many special Christmas Day programs; and a documentary in the marine life series, Le monde de Jacques Cousteau. Among sports programs, all broadcasts of the Summer Olympics were very much enjoyed, including those late night broadcasts with the smallest audiences. The same is true of all French TV network broadcasts of baseball games in the 1968 World Series.

English Network Television

It was a year of considerable challenge. The question was; after the excitement of Centennial, what do you do for an encore? A great deal, as it turned out. The year was characterized by intense political activity at home and abroad and the news and public affairs departments were kept busy providing coverage of the Liberal Leadership Convention, the Canadian and American election campaigns, the Confederation conference and many other national and international events of interest to Canadians.

An active season for the sports and features departments was highlighted by the coverage of the Olympic Games in Mexico City during which the CBC English television network alone broadcast more than 30 hours of live and taped programming. It was a banner year for drama production, too.

DRAMA

Festival continued to provide Canadians with outstanding dramatic productions on television.

Highlight of the season was a two-hour color telecast of the Stratford National Theatre production of Alexandre Dumas' novel The Three Musketeers, adapted by Peter Raby. The program, directed by Stratford's John Hirsch and produced for television by the CBC's David Gardner, starred Kenneth Welsh as D'Artagnan and Martha Henry as Milady de Winter, Leo Ciceri as Cardinal Richelieu, Pat Galloway as Queen Anne and Powys Thomas, James Blendick and Colin Fox as Athos, Porthos and Aramis -- "the three musketeers".

Other Festival programs included The Write-Off by George Salverson and Yesterday The Children Were Dancing, a drama written by and starring Gratien Gelinas and produced by David Gardner. James Saunders' A Scent of Flowers, produced by the late Melwyn Breen, starred Martha Henry. Donald Harron played the title role in Mervyn Rosenzweig's production of Munroe Scott's Reddick.

Controversial contemporary themes were explored in the halves of a double bill; Neighbours by James Saunders and The Basement by Harold Pinter. The two plays were produced and directed by George Bloomfield.

Mario Prizek produced Frank Gilroy's drama That Summer, That Fall.

The final Festival production of 1968-69 was Paul St. Pierre's Sister Balonika, filmed on location in British Columbia under the direction of Philip Keatley.

Also broadcast in the Festival series was the musical Trumpets of The Lord, a production of the CBC and National Educational Television of the United States, directed by Norman Campbell.

The popular series Quentin Durgens, M.P., starring Gordon Pinsent, returned to the network during the year, in color.

NEWS AND PUBLIC AFFAIRS

The year was characterized by intense political activity both at home and abroad. In covering these events the work of the public affairs department and the news service was closely coordinated during such occasions as the Liberal Leadership Convention, the Canadian General Election, the United States election and the Constitutional Conference. The National Debate, in which the leaders of Canada's national political parties debated on television for the first time during an election campaign was jointly produced by the CBC and CTV. Additional background, analysis and commentary on all these events was provided in regularly scheduled public affairs programs. Two documentary series returned to the air; The Nature of Things, with 13 programs on Man and Machines, and the hour-long Document productions.

CBC reporters and cameramen covered the majority of events of national and international significance for Canadians during the year and provided an increasing volume of local news coverage across the country as well.

The Liberal Leadership Convention in early 1968 and the election of a new government and Prime Minister; the selection of a successor to Premier Manning in Alberta; the death of Premier Johnson of Quebec; the Constitutional Conference; municipal politics, national strikes and Montreal bombings were some of the major Canadian events.

On the international scene, the news was dominated by the U.S. presidential election, the Apollo moon shot, developments in the Vietnam war, military moves in the Middle East, the assassination and funeral of Senator Robert Kennedy, continuing unrest in France, the economic crisis in Britain, the Ulster crisis, the Soviet take-over of Czechoslovakia, racial disorders in the United States, campus unrest and thousands of other stories.

The News Service continued to provide special coverage of major news events as well as the regular news bulletins and the half-hour weekly Newsmagazine.

Major public affairs series included The Way It Is, Twenty Million Questions, the Public Eye, Take Thirty, Man At The Centre and La Difference. The Nation's Business and Provincial Affairs continued to provide free time political broadcasts.

MUSIC

Canada's elder statesman of music, Sir Ernest MacMillan, was honored at a public concert at Massey Hall by the Toronto Symphony Orchestra and the Mendelssohn Choir, conducted by Elmer Iseler. The television program videotaped during the concert and broadcast on the network with the title Sir Ernest Laudamus was greatly enjoyed by a large audience.

Franz Kraemer produced three music specials during the year :

Joan Sutherland in Concert presented the great Australian soprano in concert at MacMillan Theatre, University of Toronto. Karel Ancerl and The Toronto Symphony introduced the famed Czech maestro who is now Conductor of The Toronto Symphony Orchestra. Edmonton Contest presented five finalists and prizewinners of the National Performing Artists Competition organized by the Edmonton Symphony Orchestra.

Other musical programs of note included The Jazz Piano featuring Marion McPartland, Bill Evans, Brian Browne and Errol Garner. Youth and Music was a musical documentary on the National Youth Orchestra of Canada, filmed in color in Quebec City by the CBC French television network and produced by Noel Gauvin. Another French network production featured on

the English television network was the superb color presentation of Carl Orff's cantata, Carmina Burana, produced by Jean-Yves Landry.

Some of the best musical productions from other parts of the world were presented on the Sunday afternoon series, World of Music; a musical documentary of Haydn, from the British Broadcasting Corporation; the U.S. National Education Television production of Five Ballets of the Five Senses; a Russian documentary on Dmitri Shostakovich; the production by Allegro Films of England of Segovia at Los Olivos, about the great Spanish concert guitarist. Other musical programs were the BBC-TV production of Benjamin Britten's opera, Billy Budd, and the CBC's own production of the ballet Cinderella by the National Ballet of Canada, produced by Norman Campbell.

RELIGIOUS BROADCASTING

In addition to the regularly scheduled Man Alive series, reporting on contemporary religious ferment and commitment, the network broadcast a number of special religious programs during the year.

At Christmas there was I Still Have a Dream, a program using painting, newsreel footage, news photos, slides and color film to contrast the lavishness of Christmas in affluent nations with conditions endured elsewhere. Also broadcast on Christmas Day was The Religious Quiz, designed to indicate how much viewers knew about religion, including the religion of others.

At Easter the network broadcast The Ben-David Crisis and A Matter of Fact. The latter, depicting the death and resurrection of Christ, was seen on Good Friday.

Other specials during the year included Lambeth Palace, an hour-long look at the office of the Archbishop of Canterbury, and coverage of the proceedings of the World Council of Churches from Uppsala, in Sweden.

FARM AND FISHERIES

The future of Canadian agriculture is tied to developments in the industry throughout the world in terms both of market potential and competition. With this in mind, the farm and

fisheries department expanded its operations in fiscal 1968, sending commentators and program producers to the United States farming centres and to a number of overseas nations; New Zealand, for instance, and Australia, Mexico, Japan, India, Sweden, the Common Market countries of Europe.

From these visits came a wide selection of informative programs for CBC television and radio.

Several special programs were produced and broadcast during the year, including the hour-long color program *Voyage to the Sea of Ice* which marked the 20th anniversary of Newfoundland's entry into Confederation. Written by Farley Mowat, the program was narrated by Gordon Pinsent. Another special was *A Tribute To Angus Walters* broadcast at the time of the famed Bluenose skipper's death. Programs were also produced during the year dealing with environmental degradation, with particular reference to pesticides and water pollution.

As the year ended, the department was preparing to assume a new name and new responsibilities as the Agriculture and Resources department of the CBC.

SPORTS

The CBC English television network broadcast more than 30 hours of live and taped programming from the 1968 Olympics in Mexico City. In addition to this up-to-the-minute and much appreciated coverage of the games, three 90-minute specials provided background information on the history of the Olympics. Wilfred Fielding was executive producer of this joint undertaking of the sports and features departments.

For the first time since CBC began telecasting hockey in 1952, regular season games were broadcast live from the opening face-off. Canadian Football League games were broadcast on the network on Saturdays from August right through the Grey Cup game between Ottawa and Calgary on November 30th.

Two sports programs from Britain were transmitted live to Canada via space satellite. In May the Football Association Cup was broadcast live from London's Wembley Stadium and

in March the World Curling Championship was transmitted live and in color from Perth, in Scotland.

During the year, the CBC obtained exclusive television rights to all Canadian university athletic events for the next ten years.

Once again, the network provided coverage of hundreds of sports events of every kind; The World Series; University football, The Vanier Cup; NFL Football, the Canadian Open Golf tournament, the Canadian Curling Championships, the Shrine Bowl (junior football championship), the Queen's Plate and the Kentucky Derby, Soccer, the Wonderful World of Golf, Kaleidosport and the outdoor specials in the series Canadian Fisherman.

PROGRAMMING FOR YOUNG PEOPLE

Through the Eyes of Tomorrow with its staff of people in their late teens or early twenties provided serious items on the problems of youth and current events mixed with music by folk and rock groups and visits from guests in the world of politics and entertainment.

The success of the Good Company's summer series resulted in the development of The Good Company Workshop which, under executive producer Dave Thomas's direction, provided training and experience for nearly 100 young actors, singers, dancers, writers and composers as they moved towards professional careers.

Arising from the high school competition series, Reach For The Top, an experimental international quiz series stimulating competition between high school students in Canada and Britain was broadcast on the network for ten weeks late in 1968. Competing students in the CBC-BBC production represented schools in Glasgow, Belfast, London and Toronto, Ottawa and Montreal on Trans-World Top Team.

Other programs for young viewers included Swingaround, The Bananas, The Friendly Giant, Chez Hélène, Mr. Dress-up, A Place of Your Own, Toby, Let's Go and Where It's At.

The Canadian School Telecasts provided Music -- From Bach to Rock, designed to stimulate interest in and appreciation of music. Boris

Brott, brilliant young Canadian conductor and musicologist, starred in the series.

WOMEN'S PROGRAMS

Take Thirty is, in every sense, a public affairs program of general interest but it is recognized that at three o'clock in the afternoon its audience is composed mostly of women in their homes. This is reflected to a degree in the program although the producers hold no restrictive

view of what might or might not be of interest to women.

Pick of The Week continued to repeat broadcasts each morning of the better programs of a public affairs nature. The Galloping Gourmet proved to be popular with the ladies. Women continued to watch Search For Tomorrow, The Edge of Night and As The World Turns. A new program was The Weaker? Sex with hostess Lorraine Thomson who succeeded Pamela Mason.

TABLE 3 : ENGLISH NETWORK TELEVISION - SOME REPRESENTATIVE PROGRAMS

CURRENT AFFAIRS, INFORMATION

Summer of Freedom (Document)
 The Occupation (Document)
 The Public Eye
 The Way It Is
 Take Thirty
 This Land of Ours
 Country Calendar
 Intertel
 The Nation's Business
 Couchiching Conference
 Was Tom Thomson Murdered?
 No Balm in Gilead
 Fasten Your Seatbelts (TWII)
 Five Years in the Life
 Voyage to the Sea of Ice (Farm & Fish. Dept.)

Among regional contributions

Twenty Million Questions
 Viewpoint
 The Style Is the Man Himself

ARTS, SCIENCE, RELIGION

Man at the Center
 Man Alive
 Dominion Drama Festival Highlights
 The Nature of Things

Among regional contributions

Hymn Sing

YOUTH AND SCHOOLS

The Bananas
 Trans-World Top Team
 Through the Eyes of Tomorrow
 The Friendly Giant
 Chez Hélène
 Mr. Dress Up
 Canadian School Telecasts
 - Music From Bach to Rock
 A Place of Your Own
 Toby

Among regional contributions

Let's Go
 Where It's At

NEWS AND SPECIAL EVENTS

Federal Election
 National News
 Newsmagazine
 News Specials
 Liberal Party Convention
 Constitutional Conference
 Opening of Parliament
 And We Were Young

MUSIC

Festival
 - Trumpets of the Lord
 - Joan Sutherland in Concert
 - Karel Ancerl & The Toronto Symphony
 - Jazz Piano
 - Youth and Music
 - Sir Ernest Laudamus
 - Edmonton Contest
 - Billy Budd
 - Carmina Burana
 The World of Music
 - Eileen Farrell
 - Beethoven Fifth
 - Riedaiglia
 - Haydn
 - Five Ballets of the Five Senses
 - Shostakovich
 - Segovia at Los Olivos
 Stravinsky at 85
 CBC Talent Festival
 Calixa Lavalée

Among regional contributions

Gilbert and Sullivan

DRAMA

Wojeck
 Quentin Durgens, MP
 Festival
 - The Write-Off
 - Yesterday the Children Were Dancing
 - A Scent of Flowers
 - Reddick
 - Neighbours
 - That Summer, That Fall
 - The Three Musketeers
 - Sister Balonika

SPORTS

World Series
Hockey Night in Canada
World Curling Championships
CFL Football
Canadian Open Golf Tournament
The Queen's Plate
Summer Olympics
Grand National Steeplechase (BBC)
All-Star Baseball (U.S.)
Kaleidosport
University Football : The Vanier Cup
Shrine Bowl
Canadian Brier
NHL All-Star Game
Wonderful World of Golf
Soviet Hockey Special
Championship Series
Masters' Golf
Great Boxing Champions
Horse Racing's Triple Crown
F.A. Cup Final
Soccer
Canadian Fisherman
NFL Football

GENERAL ENTERTAINMENT

Show of the Week
Telescope
- Footnotes on the Future - 10 part sub series
Tommy Hunter Show
Front Page Challenge
Comedy Cafe
The Galloping Gourmet
The Good Company
A Second Look
Today the World

Among regional contributions

Don Messer's Jubilee
Sounds '68
Singalong Jubilee
Moods of Man
12 For Summer

Audiences To CBC English TV Network Programs

The biggest audience of the year for an individual broadcast on the CBC English TV network was the 7.9 million who watched some part of the final day's coverage of the Liberal Leadership Convention in Ottawa on Saturday April 6, 1968. The combined (unduplicated) CBC English and French TV network audience for the broadcast was 9.3 million and the total all-station (unduplicated) audience on both CBC and private TV stations was 13.6 million.

The next biggest audience for a single broadcast on the CBC English TV network was for the November 30 Grey Cup final game between Ottawa and Calgary - 5.6 million. The combined (unduplicated) audience for this broadcast on both the English and French CBC-TV networks was 7.8, the total (unduplicated) audience on both CBC and private TV stations 9.6 million. Among other national events covered by both CBC-TV networks was the National Debate of June 5, a prelude to the General Election and involving the leaders of the four main political parties. This drew a 5.2 million audience on the CBC English TV network, 6.8 million on both CBC-TV networks combined, and a total 9.3 million audience on the full national network of CBC and private TV stations. The Election Night broadcast itself, on June 25, attracted an audience of 5.1 million on the CBC English TV network, 5.9 million on the combined CBC English and (a temporarily depleted) French network, and a total audience of some 12.3 million on all CBC and private TV stations.

Other CBC English TV network 'specials' throughout the year which attracted particularly large audiences were the following. The figures indicate numbers of adult-plus-teen-age viewers, the target audience for most of these programs. Where the size of the total audience including children is known, this is given in brackets: an Elvis Presley Special 4.4 million; a special production for TV of the children's classic

Heidi 4.3 (6.0) million; NHL All-Star Hockey 4.1 million; a Bob Hope Christmas Special from Vietnam 3.9 (4.2) million; the U.S. Presidential Election Night broadcast 3.6 million; a Bill Cosby Special 3.6 (4.4) million; the 1968 Stanley Cup Hockey Playoffs average 3.4, biggest audience 4.1 million; a Tijuana Brass Special 3.4 million; a Bob Hope Comedy Special 3.3 million; Hey Cinderella, a lighthearted spoof of the traditional tale 3.3 (4.6) million; a repeat of the Tijuana Brass Special 3.0 million; and two more Bob Hope Comedy Specials each 3.0 million.

While none of the individual day broadcasts from the February Federal-Provincial Constitutional Conference reached audiences of this size (the biggest audience for a single broadcast approximated 2.0 million for the two-hour evening report on the second day's proceedings) a cumulative audience of at least 3.3 million adults and teenagers is known to have watched parts of the CBC English TV network's coverage of the three days of the conference. An even larger audience of 6.8 million adults and teenagers watched some part of the CBC's extensive English network coverage of the Summer Olympic Games from Mexico, peak audiences for individual broadcasts reaching the 2.6 million mark. (Altogether, on both CBC-TV networks, English and French, a total cumulative audience of at least 8.8 million adults and teenagers watched some of these Olympic Games broadcasts.)

Turning now to regularly scheduled programs, listed below are the average weekly audiences, in mid-season 1968-69, to programs running on the full CBC network. They are ranked according to the number of their adult-plus-teen-age viewers, the main target audience for these programs. The cut-off is at the 1.0 million mark. The total audience, including children, is also shown:

TABLE 4 :

Audiences to Some CBC English TV Network Programs

<u>Program</u>	<u>Day/Time (EST, pm)</u>		<u>Total Audience</u> (millions)	<u>Adults plus Teens</u>
Bonanza ☞	Sun.	9:00-10:00	4.4	3.9
Ed Sullivan ☞	Sun.	8:00- 9:00	4.3	3.7
Hockey Night	Sat.	8:30-10:30	3.9	3.6
Red Skelton ☞	Tues.	8:00- 9:00	4.5	3.6
Green Acres ☞	Sun.	7:30- 8:00	4.6	3.5
Tommy Hunter	Sun.	7:30- 8:00	4.5	3.5
Beverly Hillbillies☞	Sat.	7:00- 7:30	4.6	3.3
Carol Burnett ☞	Mon.	9:30-10:30	3.1	3.3
Front Page Challenge	Mon.	9:00- 9:30	3.0	2.9
Don Messer	Fri.	8:30- 9:00	3.5	2.9
Mission Impossible ☞	Wed.	8:00- 9:00	3.3	2.8
Get Smart ☞	Fri.	8:00- 8:30	3.7	2.6
Name of the Game ☞	Thurs.	8:30-10:00	2.7	2.5
The Way It Is	Sun.	10:00-11:00	2.4	2.4
Telescope	Thurs.	8:00- 8:30	2.8	2.4
National News	Daily	11:00-11:19 (average)	2.2	2.2
Show of the Week	Mon.	8:00- 9:00	2.6	2.2
Barris & Company	Sat.	10:30-11:00	2.3	2.1
Quentin Durgens, MP	Tues.	9:00-10:00	2.2	2.1
Newsmagazine	Tues.	10:00-10:30	1.8	1.8
Public Eye	Wed.	9:00- 9:30	1.8	1.7
Festival	Wed.	9:30-11:00	1.4	1.4
Twenty Million Questions	Tues.	10:30-11:00	1.3	1.3
Man Alive	Sun.	5:00- 5:30	1.3	1.1
Today the World	Sun.	4:00- 5:00	1.2	1.0

In addition to the above-mentioned special and regular programs with audiences of at least 3.0 million and 1.0 million respectively, were numerous other programs - many of them broadcast other than on the full network in prime viewing hours - that did not attract such large audiences but which were, nonetheless, very much enjoyed by those who watched them. Notable among these, with exceptionally high levels of viewer appreciation as measured by the CBC audience panel (see page 67) were the following: Escape from Darkness, a documentary on corneal transplants; a CBC News special on the Apollo 8 Splashdown; the entire Nature of Things, Audubon Wildlife and This Land of Ours series; Was Tom Thomson Murdered?, a feature documentary on the death of the Canadian painter; the religious-choral program Hymn Sing; Walt Disney's Wonderful World of Colour; a CBC-U.S. co-production drama The Choice; a Remembrance Day documentary And We Were Young; the Sing-along Jubilee Christmas Special; several programs in the week-day afternoon Take Thirty series; Voyage to the Sea of Ice, an action docu-

mentary on Newfoundland marking the province's 20th anniversary; several Undersea World of Jacques Cousteau specials; the Canadian Physical Fitness Test, a feature program on physical fitness, health and exercise; a Good Company variety special with Rolf Harris; an air-safety documentary Crisis in the Air; the weekday afternoon cuisine series The Galloping Gourmet; the annual Tournament of Roses Parade from Pasadena; and several programs on Japan in the Man at the Center series.

In the field of sport this list of most enjoyed programs (in addition to those mentioned above) includes the entire 1968 CFL Football series; broadcasts of several NFL Football games; reports on the final day of the Canadian Brier curling championship and of the World Curling Championship from Perth, Scotland; the 1968 Baseball World Series; a Year End Review of Sports Highlights in 1968; the Super Bowl Game from Miami; and the 1969 Grand National Steeplechase from Aintree.

TABLE 5 : Analysis of program content of CBC television networks in a representative Winter week 1969

Category	English TV Network		French TV Network	
	Hours	Percent	Hours	Percent
<u>Information and Orientation</u>				
News and News Commentaries	4:06	5.6	4:55	4.5
Public Affairs, Talks, etc.	13:15	18.1	10:45	9.8
Religious	:27	.6	2:00	1.8
Educational (a) Formal	2:30	3.4	5:00	4.6
(b) Informal	9:50	13.4	10:30	9.6
<u>Light Entertainment</u>				
Music and Dance	2:30	3.4	2:15	2.1
Drama, Story, etc.	25:30	34.9	57:35	52.7
Quiz and Games	1:00	1.4	3:30	3.2
Variety/Music Hall	5:00	6.8	1:30	1.4
<u>Arts, Letters and Sciences</u>				
Music and Dance	1:00	1.4	:30	.5
Drama, Poem and Story	1:30	2.1	:30	.5
Science Research	-	-	:25	.4
<u>Sports and Outdoors</u>	6:30	8.9	9:45	8.9
Totals	73:08	100	109:10	100

TABLE 6 : Origin of programs in hours on CBC television networks in a
representative Winter week, 1969

	<u>English Network</u>	<u>French Network</u>
Canada	43:38	58:25
United States	25:30	19:10
French countries	:30	21:35
Commonwealth	3:30	3:00
Other Foreign	-	7:00
	<hr/>	<hr/>
Total	<u>73:08</u>	<u>109:10</u>

French Network Radio

The CBC wants its radio to be listened to and not merely heard, which is why it is constantly revising its formats, revamping its schedules and seeking effective ways to reach its audience in the face of tremendous competition from television.

NEW LOOK IN PROGRAMMING

During the year just past, French network radio took on a new look; every aspect of programming was completely transformed. The old succession of items following one after the other was replaced by programming related to broad interest categories. The morning schedule contained wide-appeal programs produced before a live audience, such as Chez Miville, Place aux femmes and Joyeux Troubadours. The afternoon offered a newsmagazine program with various sections, intended primarily for women. In the early evening and on Saturdays the spotlight was on youth, while the evenings were set aside for cultural or minority interest programs.

THE NETWORK AS A LINK

During 1967-68, radio once again sought audience participation in its programs. Thus the long-interrupted tradition of broadcasting public concerts was revived. A variety show Deux villes, une musique and a serious program les Mercredis de la musique are good examples of this return to public broadcasts. The great innovation in radio during the year was the functional use of its network aspect. The French network, extending from Moncton to Vancouver, forms a living link between all French-speaking people in Canada. Programs like Radio-Transistor, Eureka, Salut, les copains and Father Legault's open line all conveyed the impression of the network as a living organism. As Moncton talked to Vancouver, and Goose Bay to Toronto, links were forged which once again underlined the CBC's unique role in this country.

FOR THE YOUNG

A further innovation was the considerable expansion of programming for the young. Radio produced for teenagers what the youth programming team did for television around 1956, set-

ting up a complete programming service for those who will be the adult audience of tomorrow.

First mention should go to Samedi-Jeunesse, a program of song hits and interviews with popular stars, which was preceded by l'Important c'est la rose, an open line program on which basic problems affecting young people were discussed. Next is Surboun, the Saturday night youth program broadcast live from the Centre Paul Sauvé in Montreal.

Every day, the radio magazine Un instant provided items for young adults, originating in different centres. One segment, entitled Radio-Transistor, was produced in Vancouver. This was a blend of pop tunes and comments on the happenings of the day. From Toronto came Une chanson, un chansonnier and from Chicoutimi Mon œil, which consisted of surveys taken among young people. Other programs under the same banner were Aventures, which featured travelogues; Club-magnétophone, a program of tape recordings made by young people throughout the country, the Magazine-éclair, a capsule review of the week's events on the youth scene.

A WORLD OF MUSIC

Radio is still the ideal vehicle for music. Naturally, prominence is given to pop music and chansonnettes, but the serious music offered on radio is first-rate fare. During the year there were concerts by the major symphony orchestras of Canada -- the CBC Orchestra and the Montreal, Toronto, Quebec, Winnipeg and Vancouver symphonies. Then there was the Quebec Chamber Orchestra, and the many recitals in the two series Récital du dimanche and Récital du réseau, which features artists from various parts of the country. Among live productions, special mention should be made of Mercredis de la musique, a prestige series devoted to public concerts which brought to the audience such outstanding artists as Kenneth Gilbert and Lois Marshall. Also noteworthy were the special live productions of four operas: Romeo and Juliet, Lakmé, The Pearl Fishermen and Car-men.

Among the works of Canadian composers broadcast by the CBC are Phase I and Phase II by Serge Garant, Images by Harry Freedman, Triptyque by Pierre Mercure, l'Etoile noire by

François Morel and Trois Visions astrales by Alexander Brott.

The principal programs featuring recorded music, such as Symphonies du matin, l'Heure du Concerto, les chefs-d'oeuvre de la musique and Ad lib, remained in the schedule, but each explored a particular aspect of the musical art. Thus, Ad lib studied a thousand years of music from the ninth century to Mozart, while Chefs-d'oeuvre concentrated on presenting the most representative works of all schools. There was, as well, the continuing project l'Intégrale de Couperin, whose object was to perform the 250 works of the French master.

A fair share of the schedule was devoted to lyric art with such programs as Bel Canto, Arlequin et Colombine and l'Heure de l'opéra, a summer replacement for the Metropolitan Opera.

Nor was jazz neglected. In addition to the popular program Jazz en liberté, the network carried le Jazz prend feu, a documentary which traced the development of jazz.

CULTURE FOR ALL

This brief survey of music programming gives some idea of the wealth of musical works which radio made available to music lovers during the year. But, while not so rich in other areas the radio schedule still offered substantial program fare.

In drama, the program Sur toutes les scènes du monde presented an anthology of the world's best plays, while le Studio d'essai tried to develop a dramatic format specifically suited to radio as a medium.

In variety, le Cabaret du soir qui penche and Coquelicot manage, by means of whimsy, humour and good-natured patter to bring a human touch to the disc jockey's job, which otherwise would be nothing but a mechanical bridging of canned music.

The documentary type of program, exemplified by such programs as Ni ange, ni bête and Les Héros de mon enfance, derived its interest from the attention it paid to man as an individual while programs like Documents, Le plus beau de

l'histoire and Connaissances d'aujourd'hui strove to make a broad range of knowledge accessible to a large audience. Such programs make radio a true dispenser of adult education, with particular emphasis on the arts, with programs like Le Carnet des arts, a chronicle of current developments in the arts, l'Espace romanesque de la littérature canadienne-française which explored French-Canadian society through its literature, Des livres et des hommes, which brought listeners into contact with novelists, Au mitan du jour, an approach to poetry through music, and Langage de mon pays which dealt with the French language in our society. These programs were complemented by educational programs such as Faisons de la musique, an introduction to music; A livre ouvert, which consisted of studies in literature and A vous la parole, which was devoted to spoken French. The universities also gave courses on Canadian history and French literature. However, FM radio offered the most complete schedule of educational broadcasts, consisting of nine weekly lectures ranging from French through geography to history.

A NEW STYLE OF COMMUNICATION

It might be asked what radio has to offer that the other media -- television, movies and the press -- do not.

Perhaps the best answer to this question is provided by the news service. The 1:00 p.m. radio newscast showed clearly that radio, with its flexibility, its immediacy and its universality, is a natural communicator. It lends itself very well to a relaxed and intimate style that makes communication easy. Hence the success of the new format in which three announcers give the news in conversational form. In addition the newsrooms of all network stations took turns in contributing to the newscasts, which added a further, network, dimension to the news.

In the related field of public affairs, special mention must be made of the important Saturday program Tel quel. To attempt exhaustive treatment of topics in the course of a radio broadcast requires both ambition and courage. While it cannot be claimed that Tel quel has been entirely successful, it can be said that it succeeded in arousing healthy thinking about the vital issues of the day. Its participation format

and the calibre of its guests made it a truly stimulating program. In similar vein, the program Present, with its two editions, continued to display the same vigour, the same acute news sense and flair for reporting that characterized it in the past.

SPORTS

Instead of offering a pale copy of TV sports programming, radio attempted to complement it. In its sports news, radio sought to give greater prominence to amateur sports, and it provided exclusive live coverage of games played by Canada's national hockey team abroad, the crossing of lac Saint-Jean and a number of other important sports events.

TABLE 7 : FRENCH NETWORK RADIO - SOME REPRESENTATIVE PROGRAMS

NEWS AND SPECIAL EVENTS

Radiojournal
Commentaires

DOCUMENTARY/DISCUSSION/INTERVIEW

Tel Quel
Présent
Ni ange, ni bête
Un homme vous écoute
Les Héros de mon enfance
Documents
Connaissance d'aujourd'hui

ARTS AND LETTERS

Carnet des arts
Le plus beau de l'histoire
L'espace romanesque de la littérature
canadienne-française
Des livres et des hommes
Au mitan du jour
Langage de mon pays
Le livre de la semaine
La Jeune poésie au Québec

DRAMA

Sur toutes les scènes du monde
- Délicate balance
- Une soirée d'automne
- Brocéliande
- Judith
- L'homme et le surhomme
Studio d'essai
- On ne tue pas Madeleine
- Le Désespoir de vivre
- Les Cloches du Diable
Visages de l'amour
Marie Tellier, avocate
Asterix
D'une certaine manière

RELIGION

L'important c'est la rose
Le Père Legault
Une fleur à mon balcon
La religion et les sciences
La religion et le théâtre
Prière du matin
Méditation

VARIETY

Chez Miville
Les Joyeux Troubadours
Deux villes, une musique
Festival du disque
Autour d'une chanson
Le Cabaret du soir qui penche
Coquelicot
Au temps du 78 (Chicoutimi)
Jazz en liberté
Danses et cadences
Visite aux chansonniers

QUIZ

Ecoutez bien

YOUTH

Un instant
- Radio-Transistor (Vancouver)
- Eureka
- Aventures
- Magazine-éclair
- Musiglobe
- Mon oeil (Chicoutimi)
Banc d'essai
Samedi-jeunesse
Le Coin des enfants
Tante Lucille
Dans nos terrains de jeux
Salut, les copains (Toronto)
Surboum

EDUCATION

Undergraduate courses
- Canadian History
- French Literature
- Written French
- Economic Geography
- Modern French Grammar
- Short History of the Middle Ages
- History of Europe
- The Geography of Power Resources
- The Geography of Populations
- Short History of Atlantic Civilizations
- The Geographic Approach
School Broadcasts
- Faisons de la musique
- A livre ouvert
- A vous la parole

SPORTS

Hockey
En plein air
La Traversée du lac Saint-Jean
The Mexican Olympics
Magazine sportif
Sports News

FARMS & FISHERIES

Le Pain quotidien
Au grand air

OTHER

La Semaine du français

WOMEN

Place aux femmes
Enfin seule !
Si femme savait

MUSIC

CBC Symphony Orchestra
L'Orchestre de chambre de Québec
Les Mercredis de la musique
- Carmen
- Lakmé
- The Pearl Fishermen
- Romeo and Juliet
Concours national de Radio-Canada
Récital du dimanche
Récital du réseau
Concerts d'été
Chronique du disque
Ils les ont connus
L'Heure du concerto
Les Chefs-d'oeuvre de la musique
Metropolitan Opera
L'Heure de l'opéra
Symphonies du matin
Ad lib

Audiences To CBC French Network Radio

In the course of an average week in mid-season 1968-69, approximately 1.3 million people spent some time listening to CBC radio on a CBC-owned or affiliated station of the CBC French radio network.

The CBC network programs drawing the biggest average audiences were Chez Miville (weekdays 8:15 am), Les joyeux troubadours (weekdays 11:30 am), the 8 am Monday-Saturday Radiojournal, and Le Père Legault (11:04 am). Each of these programs had audiences close to 200,000 on the wider network of CBC-owned and

affiliated stations and approximately 100,000 on the smaller network of CBC-owned stations only. Other programs with audiences of over 100,000 on the full network or 50,000 on the CBC-owned station network were : Affaires de l'état (Sunday 1:00 pm), Tante Lucille (Saturday 10:00 am), Place aux femmes (weekdays 10:04 am), the 1 pm weekday Radiojournal, Présent (weekdays 9:05 am), Soirée du Hockey (Thursday 8 pm), the 1 pm Sunday Radiojournal, Intermède (weekdays 1:15 pm), Présent nationale (weekdays 5:30 pm), the 6 pm weekday Radiojournal, and Coquelicot (weekdays 12:03 pm).

English Network Radio

Network planners have taken advantage of the immediacy and flexibility of radio to build a multi-dimensional program service that is distinctively Canadian and which many listeners feel is radio as it should be. The revolution in radio continued.

NEWS AND PUBLIC AFFAIRS

During the year, two new public affairs programs were introduced to radio listeners. As It Happens began in November as a fast-moving, topical program involving music and "phone-outs" by the host to people around the world who are in the news or who have interesting stories. In addition to phone interviews, the program from time to time arranged on-air discussions by phone among people in different regions and countries.

A novel feature of As It Happens is that it is a "rolling" program; it starts at 8 p.m. in the Maritimes and "rolls" across the country through the Canadian time zones to British Columbia, starting at 8 p.m. in each zone and picking up regional stories as it goes. The program has proven to be a success both with the audience and the critics (a rare combination).

A second new public affairs program, produced in cooperation with the radio features department, was Sunday Supplement which kept some of the subject matter of the Arts and Science Journal but ranged further afield for material of the kind found in the magazine supplements of some week-end papers and news magazines.

Changes in continuing public affairs series during the year included the division of Matinee into two parts straddling the noon hour and the expansion of the Sunday program Looking Through The Papers to include television reviews under the title Look Here!

The year was again marked by a further increase in cooperation between the public affairs department and the news service in coverage of special events.

The major daily radio newscasts were the evening program The World At Six and its morning counterpart The World At Eight, as well as the national news at 10 p.m., all of which made extensive use of on-the-spot reports from CBC correspondents in Canada and abroad.

Sunday Morning Magazine continued to provide a comprehensive roundup of news, features and sports. There were, as well, hourly news bulletins and many special news reports which were supplemented by commentary programs such as Capital Report, Preview Commentary and From The Capitals.

Public affairs provided radio listeners with a number of special programs during the year. A Science Policy For Canada was the subject of the 1969 Winter Conference sponsored by the Canadian Institute on Public Affairs in cooperation with the CBC. Contemporary relations between the United States and Canada were the subject of the year's Couchiching Conference, sponsored by the Canadian Institute on Public Affairs and the CBC.

Radio provided a number of special public affairs programs in connection with the Canadian general election, entitled Election Exchange and the program Five Nights A Week At This Time produced six special campaign reports. The National Debate among leaders of the federal political parties was carried by CBC radio as well as by television. The series In Canada This Week produced three special election programs and Cross-Country Check-Up had as its guests (on separate occasions) spokesmen for the major parties.

The Prairie Region produced a special profile of Ernest Manning on his retirement as Premier of Alberta.

Radio continued to provide such regular productions as Soundings, the Ideas Network, Between Ourselves (documentaries from and about various parts of Canada, designed to help Canadians get better acquainted), Assignment, The Nation's Business, Provincial Affairs, Shop Talk and others.

CBC Tuesday Night continued to attract listeners with a wide range of subject matter, sometimes of a documentary or public affairs nature, sometimes drama, sometimes music, sometimes a combination of any or all of them.

Talk-In was a series of seminar-happenings held at universities, at community centres across the country. Experts and the audience were encouraged to carry on a "multilogue" on important or controversial issues.

Indian Magazine provided a national forum for Indians, Metis and Eskimos, designed to help them understand each other and to inform non-Indians of their problems.

There were all kinds of programs for all kinds of people; stamp collectors, consumers, businessmen, women at home and women at work, handymen and artists, everyone.

GENERAL ENTERTAINMENT

Max Ferguson with his recorded music and his comments on the news continued to break up the morning audience.

The well known Canadian actor Bruno Gerussi became the host or master of ceremonies of a new show called, simply enough, Gerussi!, a lively morning happening on which Gerussi chatted with guests, read poems and stories, played his own kind of music and commented on everything. Allan McFee was announcer on both the Max Ferguson and Gerussi! programs.

What's New featured Canadian artists in their first appearance on the radio network.

Other favorite programs were Now I Ask You, The Sound of Britain, Court of Opinion, Playback, Funny You Should Say That and Hermit's Choice.

MUSIC AND VARIETY

CBC radio broadcasts the best of the world's and the nation's music. During the year listeners heard CBC music festivals from Toronto, Halifax, Vancouver, Montreal and Winnipeg; large Canadian audiences were able to listen to performances by such Canadian musical groups as the Atlantic Symphony Orchestra, the CBC Winnipeg Orchestra, the CBC Vancouver Chamber Orchestra, the Vancouver Symphony Orchestra, the Baroque Trio of Montreal and the Toronto Symphony Orchestra.

Talent Festival continued its policy of providing broadcast performances by young Canadian musical talent. CBC radio also broadcast Distinguished Artists in recital and the weekly Thursday Music. For the 35th year CBC radio presented the Metropolitan Opera broadcasts.

Variety and light music had their place in the radio network schedule too, in such programs as On Stage which presented live broadcasts of concerts by well-known Canadian performers such as Oscar Peterson, Pauline Julien, Phil Nimmons and Jean-Pierre Ferland, After Noon, Continental Rhapsody, Conneybeare and Company, The Juliette Show, CBC Showcase and many others.

DRAMA

Radio drama enjoyed a resurgence during the year, a development which provided increased opportunity for Canadian writers and actors. Regional points made a considerable contribution to the drama schedule.

A new program, Introducing, was a series designed to help young Canadian writers by presenting their plays on the air. The popular CBC Stage series marked its 25th anniversary. Dramas were also broadcast in the series Summer Stage, CBC Tuesday Night and A Touch of Greasepaint.

The regions contributed to Midweek Theatre, Mystery Theatre and Theatre 10:30.

FARM AND FISHERIES

As in television, the traditional farm and fisheries broadcast format of CBC radio went through the first steps of major change in 1968-69.

The CBC Farm Broadcast was replaced by a noon hour magazine program including information for the consumer as well as the producer of agricultural produce. A new program Sunday A.M., was introduced in the Ontario-Quebec region. It included material on outdoor living and conservation as well as agricultural subjects and rural life, encompassing such series as Neighborly News, Voice of The Pioneer and Regional Gardener.

RELIGIOUS BROADCASTS

The topical religious programs Concern, introduced to network listeners in 1967, continued to attract a large audience. The program, reflecting the churches' involvement in what is happening here and now, emphasizing people not

issues, was produced by the Religious Broadcasts department in cooperation with the Radio Features department.

Songs of Faith from Winnipeg once more attracted an appreciative audience.

SPORTS

The 1968 Summer Olympics in Mexico, the World Cup Ski Meet, the Stanley Cup Play-offs, the Grey Cup game; these are just a few of the major sports events broadcast live by CBC radio during the year.

The NHL Hockey Broadcasts continued on Sundays. The Sound of Sports offered a wide-ranging weekly magazine of sports news, direct reports and features. There were frequent, daily reports and commentaries on sports and the sporting scene. As Big As All Outdoors was designed to meet the interests of hunters, fishermen and campers.

PROGRAMMING FOR YOUNG PEOPLE

Expanded to two hours, the popular The Action Set series on Saturday mornings provided "now" music for the young. Other series for young people included The Kids' Show, It's Debatable and Adventure Theatre.

Of special interest was the popular documentary series How Do You Say Hello (Africa), similar to the successful series How Do You Say Hello (Asia). This series was recorded on location in Africa with native children and produced in cooperation with UNICEF.

For in-school use, Canadian School Broadcasts included Human Relations, Modern Plays, Young Canadian Poets, Towards Good Citizenship and a series on Space Science for junior grades called Destination Universe.

TABLE 8 : ENGLISH NETWORK RADIO - SOME REPRESENTATIVE
PROGRAMS

NEWS AND SPECIAL EVENTS

Commonwealth Conference
Democratic and Republican Conventions
The World At Six
The World At Eight
Sunday Morning Magazine
National News
From the Capitals
From Our Own Correspondent
Liberal Leadership Convention
Federal-Provincial Constitutional Conference
U.S. Presidential Election
Canadian Federal Election

CURRENT AFFAIRS, INFORMATION

Talk-In
In Canada This Week
Capital Report
As It Happens
Cross-Country Check-Up
Matinee
Soundings
Five Nights A Week At This Time
Massey Lectures : The Politics of the Family -
 Ronald Laing
Indian Magazine
Couchiching Conference : The U.S. and US
CBC Farm Broadcasts
Flanders Fields

Among regional contributions :

Look Here
Between Ourselves
Shop Talk
Preview Commentary
Radio Noon

SPORTS

Indianapolis 500
NHL Hockey
World Cup Ski Meet
Canadian Open Golf Tournament
1968 Summer Olympics - Mexico
World Curling Championships
Queen's Plate
The Sound of Sports
World Series Baseball
The Grey Cup

MUSIC

CBC Thursday Music
Bayreuth Festival
Chamber Music
Symphony Hall
Distinguished Artists
Opera Time
Metropolitan Opera

Among regional contributions :

Atlantic Symphony Orchestra
Jazz Canadiana
CBC Winnipeg Orchestra
CBC Vancouver Chamber Orchestra

GENERAL ENTERTAINMENT

CBC Metronome
Hermit's Choice
What's New
Assignment
Now I Ask You
The Sound of Britain
The Max Ferguson Show
Continental Rhapsody
Coneybeare and Company
Gerussi!
The Russ Thompson Show
CBC Song Market
Court of Opinions
The Juliette Show
Playback
Funny You Should Say That
This Is Cleone
Holiday

Among regional contributions :

CBC Showcase
On Stage
Country Holiday
Sounds Western
Good 'n' Country
The Young Folks
Ramblin' Man
Holiday Beat
Montreal, Je T'Aime
Across This Land
After Noon

DRAMA

Introducing
CBC Stage
Summer Stage
CBC Tuesday Night
A Touch of Greasepaint

Among regional contributions :

Midweek Theatre
Mystery Theatre
Theatre 10:30

YOUTH AND SCHOOLS

The Action Set
The Kids' Show
It's Debatable
Adventure Theatre
National School Broadcasts

ARTS, SCIENCE, RELIGION

Sunday Supplement
Anthology
The Fourth Estate
Concern
CBC Tuesday Night
Canadian Short Stories
Pratley At The Movies
Ideas Network
The Age of Elegance
Man to Man

Among regional contributions

Songs of Faith

Audiences To CBC English Network Radio

While individual CBC radio stations have relatively small shares of the total listening audience in the areas they serve, the bulk of the audience going to the mass of privately-owned radio stations, the CBC network as a whole, in mid-season 1968-69, had a substantial total audience of about 3.3 million people who spent some time listening to CBC radio in the course of an average week. (Discounting a small amount of network duplication, the equivalent 'weekly reach' figure for the CBC English and French radio networks together was some 4.5 million - about 30 per cent of the total 15.3 million people who listen to any radio, CBC or private-station radio, in an average week.)

In November 1968, the CBC English-language radio network programs with the biggest average-day audiences, on varying combinations of CBC-owned and affiliated stations, were the 9 am Weekday News, the Sunday 9 am news

round-up Sunday Morning Magazine, and the Saturday 9 am News/From Our Own Correspondents, each with audiences in the 450-470,000 range. The program with the biggest audience on the basic network of CBC-owned stations only - some 270,000 listeners - was the 8 am weekday newscast The World At Eight which drew a total average-day audience of about 370,000 on CBC-owned and affiliated stations. Other CBC radio programs with total audiences of over 200,000, or with audiences of over 100,000 on the smaller CBC-owned station network, were the following (times shown are the start times out of the network centre): the 6 pm weekday newscast The World At Six, Action Set (Saturday 10:03 am), Sunday Night Hockey (times vary), Max Ferguson (weekdays 8:35 am), Neighborly News (Sunday 8:45 am), Capital Report (Sunday 1:03 pm), the Saturday 8 am News, Regional Gardener (Sunday 8:30 am), Sunday Supplement (Sunday 9:30 am), Radio Noon (weekdays 12 noon), and Gerussi (weekdays 9:15 am).

TABLE 9 : Analysis of Program Content of CBC AM Radio Networks in a Representative Winter Week, 1969

Category	English AM Networks			French AM Network		
	Regional	National	Total Hours	Percent	Total Hours	Percent
<u>Information and Orientation</u>						
News & News Commentaries	7:24	11:34	18:58	15.0	13:09	11.8
Public Affairs, Talks, Etc.	8:04	21:37	29:41	23.5	11:45	10.5
Religious	:10	-	:10	.1	3:20	3.0
Educational (a) Formal	2:15	:27	2:42	2.1	4:00	3.6
(b) Informal	3:30	1:40	5:10	4.1	10:10	9.1
<u>Light Entertainment</u>						
Music and Dance	20:55	13:01	33:56	26.8	30:08	27.1
Drama, Story, Etc.	-	2:52	2:52	2.3	4:17	3.9
Quiz and Games	-	1:27	1:27	1.1	1:00	.9
Variety/Music Hall	-	:57	:57	.8	3:45	3.4
<u>Arts, Letters & Sciences</u>						
Music and Dance	5:37	12:47	18:24	14.6	21:21	19.2
Drama, Poem & Story	-	5:39	5:39	4.5	1:57	1.7
Criticism of Arts	-	:27	:27	.4	1:20	1.2
Science Research	-	:25	:25	.3	:30	.4
<u>Sports & Outdoors</u>	2:19	3:15	5:34	4.4	4:41	4.2
Totals	50:14	76:08	126:22	100	111:23	100

TABLE 10 : Analysis of Program Content of CBC FM Radio in a Representative Winter Week, 1969

<u>Category</u>	<u>English FM Network</u>			<u>CBM-FM, Montreal</u> (French)		
	<u>FM Network Only</u>	<u>Carried AM Network Programs</u>	<u>Total Hours</u>	<u>Percent</u>	<u>Hours</u>	<u>Percent</u>
<u>Information & Orientation</u>						
News & News Commentary	:25	11:05	11:30	9.9	:39	.7
Public Affairs, Talks, etc.	6:30	2:54	9:24	8.1	:14	.3
Religious	-	-	-	-	-	-
Educational (a) Formal	-	-	-	-	8:20	9.3
(b) Informal	-	:30	:30	.4	-	-
<u>Light Entertainment</u>						
Music and Dance	21:17	1:00	22:17	19.2	20:50	23.1
Drama, Story, Etc.	:30	-	:30	.4	-	-
Quiz and Games	-	-	-	-	-	-
Variety/Music Hall	-	1:00	1:00	.9	-	-
<u>Arts, Letters & Sciences</u>						
Music and Dance	58:14	8:32	66:46	57.5	60:02	66.6
Drama, Poem & Story	2:27	:45	3:12	2.8	-	-
Criticism of Arts	1:00	-	1:00	.9	-	-
Science Research	-	-	-	-	-	-
<u>Sports and Outdoors</u>	-	-	-	-	-	-
Totals	90:23	25:46	116:09	100	90:05	100

During fiscal '68, the CBC continued to explore certain potentials of frequency modulation (FM) radio which, before World War II, was thought by many broadcasters to be the broadcasting medium of the future. Its full development has been delayed, however, by a series of interruptions not the least of which was the war. Then came the mobilization of resources required for the introduction and development of television in Canada, a period of austerity in the early '60s and the move to color television, still under way.

Despite these interruptions, however, the CBC has carried out limited experiments in various uses of FM radio.

Today the CBC operates nine FM transmitters. One of them, CBM-FM in Montreal, went on the air a quarter of a century ago. Two of them, CBW-FM in Winnipeg and CBU-FM in Vancouver have high power and stereo capability. CBO-FM in Ottawa is in the process of changing to a new location, with stereo capability. CBL-FM, Toronto; CBM-FM, Montreal and CBF-FM (French), Montreal, are obsolete low-powered transmitters awaiting approval from the Canadian Radio-Television Commission to go to high power. Stereo operation for these stations was being costed at year's end.

In addition, the CBC is using FM transmitters at Vancouver (CBUF-FM); Maniwaki, Quebec (CBFL-FM) and Richibucto, New Brunswick, (CBHM-FM) as outlets for the French network AM radio service. These are in the nature of an experiment to determine if the use of FM frequencies to distribute AM programming is justified, especially in areas which lack suitable AM frequencies.

A further experiment of this nature is in progress at London, Ontario, through the co-operation of CFPL and CFPL-FM with the CBC. At year's end, results were being assessed of this experiment by which the privately-owned radio affiliate of the CBC's English AM radio network carried part of the CBC's AM service on its FM outlet. CFPL(AM) continues to carry some 17 hours a week of CBC AM radio network

programs, particularly in the areas of news, information and public affairs programs but, in addition, its FM outlet carries more than 30 hours a week of other CBC AM network programs, mostly during the evening hours.

In still another experiment aimed at increasing the distribution of CBC AM programming some 10 affiliates (nine English and one French) which have FM outlets are broadcasting their normal quota of CBC AM programming on their AM outlets and broadcasting additional hours of CBC AM programming on their FM outlets. In this way, these stations are providing some 20 additional hours per week of CBC AM programming to those who have FM receivers.

The CBC's most significant development work in FM broadcasting has centred on its FM network. Inaugurated in April, 1960, it linked the CBC's FM stations in Montreal, Toronto and Ottawa. It was suspended in 1962 and re-connected in 1964. In addition to programming for CBL-FM, CBO-FM and CBM-FM, the network provides programs on tape for CBW-FM and CBU-FM.

During the year under review the FM network program schedule was re-worked to form a daytime music service (6 a.m. to 6 p.m.) providing classical and light classical music. The program format allows flexibility and mobility and makes provision for inclusion of major newscasts from the AM network and a noon BBC news program. A newly-designed evening schedule provided outstanding FM network productions such as Ideas and Age of Elegance and also included outstanding productions from the AM network.

Indications are that, over the year in which these schedule changes were made, audiences to CBC-FM network stations in Montreal and Toronto have more than doubled and, in other FM centres, have increased appreciably.

At the year's end, information from these and other FM projects was being studied with an eye to further work in the FM field.

Regional and Local Programming

All across Canada, CBC television and radio centres serve their communities in many ways. They cover local events in news and public affairs programs, they provide broadcasting opportunity for local writers and performers they bring the national broadcasting service to the community and in their contributions to the networks they reflect the sights and sounds and the character of their various locations to the rest of the country, helping Canadians to know more about each other.

During the year, extension of local and regional supper-hour public affairs programs to most CBC television stations was achieved. The producers of these programs in various parts of the country exchange information and broadcast material with their counterparts at other CBC centres. A similar service exists in the field of radio sports programs where a daily closed circuit line is available to all regions for exchange of sports items. This type of internal syndication of regional and local public affairs and sports items has worked out well to date.

Interest in drama on radio continued to grow in terms both of local production and of regional contributions to radio network drama series such as Theatre at 10:30, CBC Stage and Midweek Theatre. In one four-month period the Maritime Region produced 24 half-hour plays for the national radio network. During the year the Newfoundland Region produced 17 one-hour radio dramas, of which nine were scheduled on Midweek Theatre and three on CBC Stage.

All the regions produced interview programs and documentaries for the network radio program Between Ourselves which highlighted the diversity of interests of the various parts of the nation.

Good music continued to hold its important place in the schedules of CBC radio stations across the land, giving on-air exposure and encouragement to a great many Canadian orchestras, conductors, musicians and arrangers locally, regionally and nationally.

All the regions made contributions to the national television network in addition to carrying out their regional and local responsibilities.

REGIONAL CO-OPERATION

In addition to those contributed to the network, locally-produced programs are seen by people in other parts of the country as a result of a system of program exchanges; again this year more than 3,000 programs were exchanged between regions. Some examples of locally-produced programs that were eventually seen on all or most CBC stations through exchange were St. John's, Newfoundland's All Around The Circle, Halifax's Max Museum and A Man And His Music, Montreal's Teleplay '68 and Tween Set, Ottawa's The Hill and Conquest Of Space, the Prairies' Keen Ice, Weight Watching With Hedi and Majority Generation and Vancouver's Klahanie and Cuisine.

The exchange system gives producers, artists, writers and musicians exposure in areas other than their own community. It also reduces the requirement by regional centres to buy non-CBC film programs. A further benefit of the exchange program is that the standards and quality of locally and regionally produced programs have improved as program directors compared the output of their station with that of others at the annual regional exchange screenings.

Interest among regional program directors in mutual production fostered during the year the co-production with the French and English networks of Ballades et Chansons. This series of 12 programs, featuring choirs from nearly every province was produced by the French network for both television networks in co-operation with regional program directors and using regional production facilities. The series will continue in 1969-70.

There was also considerable interest in the translation and dubbing of 13 programs from the French network's very popular La Vie Qui Bat series for use on the English television network and further broadcast regionally.

For radio, in program exchange, a preliminary catalogue of local and regional radio programs available for further use was issued and a more permanent and comprehensive catalogue is now being prepared.

Reach For The Top, the competitive high school quiz program, again found ready acceptance during the year from Canadian audiences. It was first produced in 1961 by CBC Vancouver and subsequently by CBC stations in Edmonton, Winnipeg, Ottawa, Toronto, Montreal, Halifax, St. John's and Corner Brook. It combines intel-

lectual achievement and entertainment value. The CBC makes Reach For The Top available to privately-owned affiliated stations as well as to CBC's own stations. During the year the National Finals, involving ten teams, were held in Vancouver; the next final round will be run off in St. John's Newfoundland.

TABLE 11 : Regional and Local Programming; Some Representative programs, 1968-69,
(Broadcast in addition to networks programs)

	<u>Television</u>	<u>Radio</u>
<u>BRITISH COLUMBIA</u>		
Vancouver (English)	The Clients A Little Learning Compendium New World Gallery Hourglass Sportscene Klahanie Cuisine Reach For The Top Country Calendar Bob Switzer Show	People in Landscape Between The Two of Us Hot Air Vancouver Variety Vancouver Recital Welcome Island Off The Record Critics On The Air Hidden Pages of The Air B.C. Gardener Neighbourly News Vancouver Theatre
Vancouver (French)		Au p'tit matin Deux coups Chansons du Québec Concert du dimanche Le Français chez vous
Prince Rupert		Seven Sisters Special Showtime All This Jazz Records For You Around The Library Finale Speakers of Tomorrow
<u>PRAIRIES</u>		
Winnipeg	This Business of Farming Around Town Manitoba School Telecasts Open Season Gardening With Stan Country Calendar The Group Hymn Sing Weight-Watching With Heidi Death of a Nobody Where It's At Christian	Neighbourly News Prairie Gardener Manitoba At Noon David Brodie Today Songs of Faith Music From The Movies Periscope The Flip Side Antenna CBC Winnipeg Orchestra The Passing Show School Broadcasts CBC Winnipeg Festival

Television

Radio

PRAIRIES (Cont'd.)

Regina

Drop In
Saskatchewan Carousel
Matinee Comment
Saskatchewan Theatre
Profile
The Go Show
Family Worship
The Passing Show
Veale Street
Saskatchewan at Noon
Legislative Report

Calgary

The Calgary Beat
Interfaith Pavilion
Children's Story Time
Notes Without Comment
Sounds Like Europe
Microscope
You Said It
Town and Country
The Calgary Eye-Opener
Chronicle
Tempo
Ski Lift
Afternoon Concert

Edmonton

D-7
On The Town
For What It's Worth
Showcase
Keen Ice
From The Sidelines
Here's Jo
Alberta School Telecasts
Provincial General Election
Social Credit Convention
With Ballad and Song
Shrine Bowl
Canadian Derby
Take 30 From Edmonton

Colin MacLean Show
Alberta at Noon
In Other Words
The Buddy Victor Show
Duane Davis Show
Alberta '68
Eye on Campus
The Late Lawrence Leonard
Public Affairs Phone-In
Manning -- Man or Myth?
Klondike Days
On Stage -- Inuvik
Showcase
The Passing Show

ONTARIO

Toronto (English)

The Day It Is
Reach For The Top
Cousin Bill
Night Metro
School Telecasts
Luncheon Date
Church Service
Measure of Man
This Business of Farming
Islands and Princesses
Sunday Morning

Toronto In Review
Introducing
Metro Intercom
Bruce Smith Show
Don Sims Show
This is Robert Fulford
Radio Noon
At Ease With Elwood Glover
Metro Final
Ontario School Broadcasts

Television

Radio

ONTARIO (Cont'd.)

Toronto (French)

L'Ontario à loisir
L'Assiette à musique
Le Monde est mon pays
Le Français chez vous
D'une fenêtre
Gens du sud
Le Cahier ontarien
Radiojournal
Bonjour

Ottawa (English)

Conquest of Space
Neither Rhyme Nor Reason
Documentaries
Hi Diddle Day
Something Else

Summer Festival
Gallery Series
Arrangers Showcase
Ottawa Insight
Ottawa Arts Magazine
It's Happening Here

Ottawa (French)

Sur le Vif
Rhythmes 9

Présent
A pas de loup
Variétés

Windsor

The Water Highway
Windsor Symphony Concerts
The World's Great Music
All That Jazz
Long Ago Yesterday
As Big As All Outdoors
The Sun Parlor Gardener
The Farm and Home Hour
This Is Bob Bowers
Reserved For Music
Appointment
Doris Dickson

QUEBEC

Montreal (English)

Standby Six
That Morning Show
Hourglass
Mobile
Ski Trails
Reach For The Top
Teleplay
Tween Set
Focus
Quebec School Telecasts
Behind The Screens
Let's Talk Sports

Young World
Three's A Crowd
Saturday's Music
Concert Time
Double Take
Midnight Coffee
Around Town
Airborne
Plain Talk
Armchair Traveller
Province In Print
Sights and Sounds

Television

Radio

MARITIMES

Halifax

Gazette
Perspective '69
Hi Society
Fisherman's Log
Max Museum
Maritime Gardener
Man and His Music
Nova Scotia School Telecasts
Church Services
Homebase
Sportsworld
Country Calendar
Reach For The Top

Music In The Evening
Almanac
Radio Repertory Theatre
Divertimento
Maritime Magazine
Opinion
Atlantic School Broadcasts
Music Column
Fisherman's Broadcast
The Frank Cameron Show
Bandstand
A.M. Chronicle
Music For Sunday

Sydney

Cape Breton Chronicle
Swingin' Scene
Travel On
Record Rampage
Church Broadcasts
Billboard

Fredericton and
Saint John

Morning Show
Farm Fare
Four For The Road
Campus Beat
New Brunswick At Noon
Variety Magazine
Niteshift Show
Plain Talk

Moncton (English)

Breakfast Time
New Brunswick News
The Al Foster Show
The Five Forty

Moncton (French)

Actualités maritimes
Chronique d'une saison
Les Souris dansent
Terre ferme
En Bonne Compagnie
Points de vue
Lecture pour toi
Récital
La Grande Parade
Musique SVP
Au chant de l'alouette
Les Gens de mon pays

Charlottetown

Island Gazette
Sports Parade
Agriculture '69

NEWFOUNDLAND

Television

Radio

St. John's

A Time For Music
Nfld. School Telecasts
Here and Now
Land and Sea
All Around The Circle
Razamataz
Reach For The Top
Guess Again
This Generation
Their Own Thing

Of Ships and Men
Regional Roundup
Sing Praise
The Now Sound
Nfld. School Broadcasts
Sights and Sounds
This Week in the Assembly
Fisherman's Broadcast
Farm Broadcast
Morning Devotions
Encounter

Corner Brook

Monday Night Show
Women's Page
Panorama
Double Tops
Kiddies Corner
Reach For The Top
Colloquy
Sportstime

Morning Devotions
Women's Commentary
Sights and Sounds
CBC Weekly
Regional Roundup
Church Services
West Coast News
Sound '68
Night Train
Stars of The Festival
Midnight Mass

Gander

Church Services
The Melody Trio
Regional Roundup
Central Newfoundland News
Sights and Sounds
Top of The Morning
Talent Spotlight
Report on Sport
Morning Devotions

Grand Falls

Church Services
Spotlight on Sports
Central Newfoundland News
Matters of Interest
Sights and Sounds
Generally Speaking
Conversation and Music
Morning Devotions
Nfld. Radio Theatre
Women's Commentary

Goose Bay

God and You
At The Service Club
Let's Talk About It
Panorama
Seven O'Clock Report
Recreation Services
Speaking of Sport
Woman's World
Menues and Customs
Happiness Is
Melotones
Late News

TABLE 12 : Hours of Local and Regional Programming on Ten English
Language CBC Television Stations in a Normal Winter Week, by
Station.

	<u>Hours</u>
St. John's	43:55
Cornerbrook	40:15
Halifax	39:45
Charlottetown	30:10
Montreal (English)	44:20
Ottawa	42:05
Toronto	48:37
Winnipeg	37:50
Edmonton	37:30
Vancouver	<u>31:45</u>
Total	<u>396:12</u>

Northern Service

On November 10th, 1959, CBC launched its Northern Service by taking over the radio station at Whitehorse, Y.T. from the Army and Air Force.

Today it has six radio stations and twenty-five low power relay transmitters which serve approximately 80 to 90 per cent of the people of the Territories and the northern part of all the provinces except the Maritimes. All its stations except Frobisher Bay are connected to the national networks; it uses 5,000 miles of telephone lines for its low power relay transmitter networks and to connect its stations in the North to the national networks outside; it broadcasts nine hours daily in English, French and Eskimo by shortwave to the people of the High Arctic who cannot receive medium-wave; it has television stations in three communities and has plans for more; it broadcasts on radio in three Eskimo dialects and six Indian languages in addition to English and French; it produces more radio programs than any other region of the CBC; it has on its staff ten people of Indian, Eskimo and Metis extraction and employs many more as freelance broadcasters.

The Northern Service has developed area networks to bring together small communities scattered over a large area which share common economic and social interests. This is the most effective and economical way of overcoming the isolation of remote communities, Indian, Eskimo or white. It allows the people to communicate with each other about the things that concern them in the language they understand; to keep in touch with the rest of Canada and to add their viewpoint to the national consensus.

The low power relay transmitter networks are located in the Yukon and the Mackenzie Valley/Great Slave Lake areas. Each is connected to the national networks and has its own program centre which broadcasts, in addition to programs from "outside", programs of special interest to the people of the area: news, community events, public affairs, sports, weather, fire and flood warnings, road and flying conditions, health information and entertainment. Some of these programs are in the local Indian and Eskimo languages.

During the year low power relay transmitters were added to the Yukon network at Carmacks, Y.T.; to the Mackenzie network at Fort Good Hope, N.W.T. and Fort Chipewyan, Alberta; and to the Ungava network at Churchill Falls, Newfoundland, Labrador, (in both French and English).

Plans for 1969 include establishing low power relay transmitters at Fort Norman, Wrigley, Fort Resolution and Fort Providence in the Northwest Territories as part of the Mackenzie Network; completion of new studios and offices for station CHAK, Inuvik, serving the Mackenzie Delta; increasing the power of CFFB Frobisher Bay, on Baffin Island, from 40 to 250 watts.

Television stations broadcasting a four-hour videotaped program package (Frontier Coverage Television) were established at Uranium City, Saskatchewan and Whitehorse, Y.T. in 1968. There were already stations in Yellowknife, N.W.T. and Lynn Lake, Manitoba. Plans have been made for stations to be built in 1969 in the Northwest Territories at Fort Smith, Pine Point, (covering Hay River and Fort Resolution) and Inuvik; in the Yukon Territory at Watson Lake, Dawson City, Clinton Creek and Elsa; in northern British Columbia at Cassiar and Fort Nelson.

PROGRAMMING

Special programs were produced in 1968 to mark the tenth anniversary of the Service. Some were carried by the national networks on The World At Six, Matinee and Metronome. On November 10th, the English radio network observed the anniversary with a broadcast of Len Peterson's play Lukasee, a special feature on the Northern Service, Ten in the Midnight Sun and a study of the social conditions of the Eskimo - Nigger in a Parka, on Concern.

The Northern Service contributed "A New Kind of Friendly" to the network program Between Ourselves. Most northern stations took part in a Christmas Day program Carolling Across the North. News reports and interviews from Northern Service stations were broadcast on national and regional news programs.

Indian Magazine, the only program on CBC for, by and about Indians, produced by the Northern Service since 1964, was carried on the national English radio network for the first time on October 5th. In 1969, it will be produced by the English radio network from Toronto. A weekly news sheet to supplement the program was sent to over 6,000 subscribers throughout Canada.

News, public affairs and entertainment programs were broadcast at Frobisher Bay in Eskimo; at Churchill in Northern Cree, Chipewyan and Eskimo; at Yellowknife, program centre for the Mackenzie network, in Chipewyan, Cree, Slave and Dogrib; at Inuvik in Eskimo and Loucheux.

Six hours a week of similar programs were broadcast by shortwave in the Eastern, Central and Copper dialects of Eskimo.

Northern Messenger is a daily feature broadcast on shortwave. It relays personal

messages to listeners in various Arctic settlements, people who are beyond reach of normal telegram, telephone and mail delivery. Approximately two thousand annual messages of greetings, family news, announcements of births, graduation and special anniversaries were relayed in English and French during the year on this quarter-hour program. The program originated in 1932.

A special tenth anniversary program series, Atoutsekutai (Why Not Together?), a 'soap opera' in forty episodes dealing with the daily lives of the people of a small Arctic community, was produced under commission by Peter Murdoch at Povungnituk, northern Quebec, in Eskimo with Eskimo actors. These episodes were broadcast during the past Winter on the Northern Shortwave Service as well as by northern stations in Frobisher Bay, N.W.T. and Fort Churchill, Manitoba.

It is planned to have an Eskimo group produce its own dramatic series in 1969.

TABLE 13 : NORTHERN SERVICE : SOME REPRESENTATIVE PROGRAMS

Regional

Indian Magazine
Changing Northland
Northern Messenger
Arctic Patrol
Assignment North
Coverage of Seminars
Oilman Cometh - Northern Oil Exploration
Hudson Bay Co., - Company of Adventurers
Between Ourselves - A New Kind of Friendly
North Canada Bush Pilots - Profiles
Carolling Across the North
Sports Echo
Young World

Whitehorse

Bright & Early
CBC News - Yukon Edition
Thought for Today
Songs and Stories
A.M. Magazine
Stock Market Report
Sound of Music
Night Beat
Local Hockey
Saturday Hop
The Archers
Folksounds
Yukon Weather
Coffee Break
Western Roundup
The Sound

Inuvik

Camsell Messages
Mackenzie News
Delta Roundup
The Today Show
Patient's Program
Canadian Hit Parade
Country Time
Late Show
Kooungaknaksia (Eskimo)
Story Time
Nightline
Loucheux Request Short (Indian)

Churchill

Rendez-vous
Sound About

Divertimento
Sounds Easy
Uqausi (Eskimo)
Inunut (Eskimo)
Cree Program (Indian)
Club 1230
The Today Show
Record Hop
Night Beat
Tempo

Yellowknife

Gather Round (Indian)
Ray Frew Show
CBC News - Magazine Edition
Family Worship
Audio
Your Town
Focus on Youth
Teen Beat
Favourite Things
Plus 30
Talking with The Commissioner
Looking North
Answer Back
Local Hockey

Happy Valley

Bright & Early
Regional Roundup
Hit Parade
Today Show
News & Sports (Regional)
Home Free
Sounds Easy
Music in the Air
Church Service
Mokamie Mountaineers
First Ten
Saturday Date
Music Man
Miss Ginger

Frobisher Bay

News (Eskimo)
Eastern Arctic News
Ullasiu (Eskimo)
Bonjour Samedi
Ecoutez mes Amis
The Swingers
Eenoonat Ookulemugat (Eskimo)
Uqausi (Eskimo)
Ikaluit Uqausi (Eskimo)

Armed Forces Service

On behalf of the Department of National Defence, the Armed Forces Service provided radio and television programs in French and English for Canadian servicemen and their dependents abroad, in the Canadian North and in Forces' ships at sea.

These included recorded radio programs, shortwave news and special live broadcasts of topical events to the Canadian Forces' broadcasting stations at NATO bases in West Germany. These stations are staffed in part by CBC employees on loan to the Department of Defence.

Tape-recorded programs were supplied to Canadian Forces ships at sea for broadcasting on their public address systems. HMCS Ottawa, the destroyer escort vessel in which French is the operating language, was supplied regularly with French-language programs.

Technical advice, recorded network programs and music records were supplied to the Department of National Defence's low-power broadcasting station at Alert on Ellesmere Island, the most northerly inhabited point in Canada.

Military broadcasting stations at Holberg, British Columbia; Armstrong, Ontario and Moisie, Quebec, were connected to the English radio network to become the first military affiliates of the CBC.

A weekly package of recorded television programs was supplied to the Department of National Defence for distribution among Canadian Forces at remote points in Canada and overseas.

CBC, at the request of the Department of National Defence, organized concert parties to tour military bases in Canada and abroad. These consisted of artists appearing on the English and French networks. They performed at bases in Manitoba, New Brunswick and Saskatchewan, at Inuvik and Alert inside the Arctic Circle, and at Thule, Greenland, for American Forces.

In this cooperative undertaking, the Department supplied transportation, meals and sleeping quarters, the CBC provided the artists and recorded broadcasts for radio and television.

External Services

On July 1, 1968, all CBC foreign operations were regrouped into a single External Services Division, incorporating the International Service, Overseas and Foreign Relations and its Export Sales functions, and the CBC offices abroad.

INTERNATIONAL SERVICE

Political developments and crises in Canada and abroad in 1968 afforded the CBC International Service an opportunity to provide extensive coverage of the changing Canadian scene and of Canadian views of world events to listeners in other countries. The choice of a new leader of the Liberal Party followed by a general election, the Czechoslovakian crisis, the Canadian-Caribbean Commonwealth Parliamentary conference and the Olympic Games in Mexico City were just a few of the events reported. As in previous years, regular shortwave transmissions were on the air from Sackville, New Brunswick, some 90 hours per week in the following languages : English, French, German, Spanish, Portuguese, Czech, Slovak, Hungarian, Polish, Ukrainian and Russian. Rented transmitter facilities closer to the target areas were used to rebroadcast programs in Czech, Slovak, Hungarian, Polish, Ukrainian, Russian and German. There were retransmissions as well of English and French broadcasts to Africa.

In all the language services, the basic portion of the shortwave transmission is a comprehensive news bulletin, covering the principle news in Canada, North America and the world. Also included are news commentary, talks, interviews, actualities, press reviews, features on industrial and cultural developments in Canada and sports events. There are also musical programs as well as programs in which letters from listeners are answered and programs designed especially for shortwave devotees and stamp collectors.

In addition to the shortwave transmissions, the International Service provided broadcasting agencies throughout the world with recorded music and spoken word programs as well as films for television.

The 1968 audience mail figures indicate that the International Service has a growing and faithful audience. During the year, more than 80,000 letters, cards and reception reports were

received from listeners as compared with 74,000 in 1967 and 68,000 in 1966. It is apparent that many people who turned to the International Service in 1967 to hear about Expo 67 and the Centennial celebrations have become regular listeners. The membership of the Radio-Canada Shortwave Club rose to 6,726; this club consists of shortwave listeners who have a special program which answers their technical questions and who send in reports evaluating the reception of International Service broadcasts in the area. In 1968, broadcasts by the German Section of the International Service were voted the most popular German language programs by a European organization of shortwave devotees.

During 1968, the Transcription Department provided foreign broadcasting organizations with approximately 15,000 program hours of Canadian music and performances by Canadian musicians. In addition, the International Service continued to release some of its recordings on the commercial market in collaboration with various record companies. Among the releases in 1968 were : The Amadeus Quartet performing works by Sir Ernest MacMillan on the Deutsche Gramophon label, Colas et Colinette, the first opera written and presented in Canada, on the Select label and a recording of Les Petits Chanteurs du Mont-Royal issued by Madrigal.

In the field of spoken word transcriptions, the English Section alone distributed over 11,000 program hours of material to foreign outlets. The 1968 distribution was made up of earlier productions as well as some new ones including a documentary on Canada's National Theatre School, further programs in the Aspects of Canada series, and a series of eight short stories by writers from English and French Canada. The Latin American Section continued to fill requests for its earlier Spanish language transcription series, Rediscovering America.

Radio listeners all over the world felt the presence of Canada through special news reports and program items that were broadcast by local stations and networks. During 1968, more than 1,600 special reports, including extensive coverage of the Canadian general election, were distributed to stations and networks ranging from the Organisation de Radiodiffusion-Télévision Française to Radio Moscow to Radio Hong Kong.

Canada Magazine, a monthly television program on various aspects of Canadian life produced by the Television Department, was distributed regularly to more than thirty countries. Among the subjects dealt with in 1968 were Indian archeology, the latest trends in Canadian fashions, Jean-Paul Lemieux, winter navigation and recent developments in Canadian industry such as prefabricated housing and the "Pisces", a submarine vehicle used for underwater research based in Vancouver. The films are available in English, French, German and Spanish or with an international sound track and usually consist of four or five different items that can be used separately or as a unit.

In 1968, the first step towards the projected expansion of the International Service transmitter centre in Sackville, New Brunswick, was taken when CBA, the national service station, was moved to Moncton.

RELATIONS WITH OTHER COUNTRIES

The CBC has expanded its international relations considerably in the past year, particularly in the field of co-production and exchanges.

In television, the French Network has under way, as co-productions with the broadcasters of France, Belgium and Switzerland, a major series on the settling of Canada, a series of 39 programs on theatre for children, and a 39-week series on modern technology, also for children. A number of other series are being produced, as co-productions with foreign countries, primarily from the Communauté des télévisions francophones : a 13-part series, *La boîte à chanson*, *Les contes fantastiques*, *Napoléon vu par Guillemin*, *L'Homme à la recherche de son passé*, *Sébastien parmi les hommes*, *Les dossiers de l'agence 0*, *Les chevaliers du ciel*, and *Le monde parallèle*, this last with broadcasting partners from France, Germany, the Netherlands and Japan.

The English Network, after a notable success with the co-production "*Dr. Jekyll and Mr. Hyde*" in 1967, is producing a 39-part series entitled "*Adventures in Rainbow Country*", with partners Manitou Productions Limited of Toronto, and ABC Television Films Limited of Britain. "*Hey Cinderella*" an hour colour fantasy, with Robert Lawrence Productions, "*The Choice*", with Talent Associates (David Susskind) "*The Weather*" with the United Nations production

group, and an award-winning series "*Children of the World*" produced in collaboration with UNICEF and NET (U.S.A.). The network is also packaging 30 Laurel and Hardy classics with Irving Feld Enterprises, as well as continuing the series "*Trans World Top Team*", and the Intertel productions with partners BBC (Britain), NET (U.S.A.) and ABC (Australia).

In radio, the CBC has participated, with members of the Communauté radiophonique des programmes de langue française, in a number of coproductions in a variety of program fields; in "*Eurojazz*", a co-production with 19 member countries of the European Broadcasting Union, and in "*Folksong Festival*", with 18 member countries of the Asian Broadcasting Union. A series of 13 programs "*How Do You Say Hello*", was produced in cooperation with UNICEF. "*Musique aux Champs Elysées*", a co-production with the broadcasting organizations of France, Belgium, Switzerland, Germany, Sweden, Yugoslavia, and Poland, was produced for the first time in Montreal in May, 1968.

SALES

The CBC's combined program sales to foreign countries for the English and French networks was in excess of \$250,000. The CBC English Network entered into distribution arrangements with several American distributors to handle CBC program sales in the United States and the French Network signed with a British distribution company for European sales to non-French speaking countries.

SATELLITES

During the past year the CBC has maintained a close liaison with the program, operational and technical aspects of satellite developments, particularly with the European Broadcasting Union, the Asian Broadcasting Union and broadcasting organizations in such countries as Australia, Japan, the United States, Sweden and the USSR, which are amongst the most active in the satellite world.

Recently the CBC cooperated with the Department of External Affairs and the Department of Communications in the preparation of a Swedish/Canadian joint document on "*Broadcasting from Satellites*", for submission to the United Nations Committee on the Peaceful Uses of Outer Space.

INTERNATIONAL BROADCASTING ORGANIZATION

Broadcasting relations with the international broadcasting organizations are continuing to expand. There is daily contact with the French-language radio and television communautés in Europe, and exchange items have mounted this year to 1400 subjects. As an associate member in the European Broadcasting Union, and the Asian Broadcasting Union, the CBC has been an active participant in exchanges of information and programs, and has taken part in their major meetings. The Corporation is a full member of the Commonwealth Broadcasting Conference and presented a number of CBC papers, in both the programming and the engineering fields, at the biennial meeting in 1968 in New Zealand.

TRAINING AND ASSISTANCE TO FOREIGN BROADCASTERS

The CBC has increased its assistance to foreign broadcasters, in cooperation with the Canadian International Development Agency providing on-the-job training for 64 students from 23 countries, primarily of Africa, Asia and the Caribbean. Assistance was also provided by short-term secondments of an administrative specialist to Ghana, an engineer to Nigeria, and a farm broadcaster to Algeria, in cooperation with FAO.

There were over 150 other foreign visitors to CBC during the 1968/69 period, including the Chairman of the Board and the General Manager of the Australian Broadcasting Commission, the Deputy Director-General of the New Zealand Broadcasting Corporation, and the Secretary of the Commonwealth Broadcasting Conference. The CBC French Network was host to the Music and Variety and the Youth Commissions of the Communauté des télévisions francophones, in April and October, 1968.

TABLE 14: INTERNATIONAL SERVICE PROGRAM SCHEDULE, SPRING, 1969

ENGLISH - ANGLAIS

TO	TIMES (GMT)	kHz
Africa, via BBC	0715-0745	21610 17820 15390
Europe	0715-0745	9625 5990
South Pacific	0830-0930	9630 5970
Europe Caribbean Area	1215-1313	17820 11720 9625
USA		
News (English-French)	1516-1529	21595 17820
Africa	1832-1914	21595 17820 15320
Europe	2115-2152	*17820 15320 11720
Caribbean Area, USA, Latin America	2300-2330	15190 11945 9625

* Off air at 2148 GMT

FRANÇAIS - FRENCH

VERS	HEURES (GMT)	kHz
Afrique, via BBC	0745-0800	21610 17820 15390
Europe	0745-0800	9625 5990
Europe Antilles et USA	1315-1343	21595 17820 11720
Informations (Anglais-Français)	1516-1529	21595 17820
Afrique	1915-1958	*21595 17820 15320
Europe	2001-2044	17820 15320 11720

* Retiré à 1955 HMG

ČESKY - CZECH - TCHÈQUE

	Times/Heures GMT	kHz
Daily	1445-1515	21595 17820 15325
	1715-1745	21595 17820 15325

DEUTSCH - GERMAN - ALLEMAND

NACH	ZEIT (GMT)	kHz
Europa	1745-1815	21595 17820 15325

ESPAÑOL - SPANISH - ESPAGNOL

PARA	HORA (GMT)	kHz
Hipanoamérica	0000-0046 (1000-1046 HNE)	15190 11945 9625

MAGYAR - HUNGARIAN - HONGROIS

	Times/Heures GMT	kHz
Daily	1815-1830	21595 17820 15325
	21595 kHz-13.89 m.	15390 kHz 19.49 m.
	17820 kHz 16.84 m.	11720 kHz 25.60 m.

P.O. Box 6000, Montreal

CANADIAN BROADCASTING CORPORATION — Service
These frequencies are in effect from March 3, to May 4, 1968. (Subject to change)

PO POLSKU - POLISH - POLONAIS

	Quotidien	Codeword	Times/Heures GMT	kHz
Daily			1530-1600 17820 15325	
			1700-1715 21595 17820 15325	

PORTUGUÊS - PORTUGUESE - PORTUGAIS

PARA	Quotidien	Diariamente	HORA (GMT)	kHz
O Brasil			2130-0000 (2030-2100 hora de Brasília)	15190 11945 9625

РУССКОЕ - RUSSIAN - RUSSE

	Quotidien	Ежедневно	Times/Heures GMT	kHz
Daily			1415-1445 21595 17820 15325	
			1600-1615 21595 17820 15325	

PO SLOVENSKY - SLOVAK - SLOVAQUE

	Quotidien	Denne	Times/Heures GMT	kHz
Daily			1615-1630 21595 17820 15325	

ІІО УКРАЇНСЬКОМУ - UKRAINIAN - UKRAINIEN

	Quotidien	Щоденно	Times/Heures GMT	kHz
Daily			1345-1415 21595 17820 15325	

CANADIAN FORCES - TROUPES CANADIENNES

DAILY	QUOTIDIEN	Times/Heures GMT	kHz
English and French	Anglais et français	0558-0630	9625 5935
English and French	Anglais et français	1100-1213 17820 15325	
English and French	Anglais et français	1631-1659 21595 17820	
English and French	Anglais et français	2045-2115 17820 15320 11720	

NORTHERN CANADA - NORD CANADIEN

DAILY	QUOTIDIEN	Times/Heures GMT	kHz
English and French	Anglais et français	1100-1213 9625	
English and French	Anglais et français	1516-1529 15325	
English and French	Anglais et français	1631-1659 15325	
English and French	Anglais et français	2200-2250 15190 11720 9625	
English	Anglais	0100-0230 15190 11720 9625	
English	Anglais	0230-0557 11720 9625	
English and French	Anglais et français	0557-0630 11720	
English	Anglais	0630-0706 11720 9625	

15325 kHz 19.58 m. 15320 kHz 19.58 m. 15190 kHz 19.75 m.
9625 kHz 31.17 m. 5990 kHz 50.08 m. 5970 kHz 50.25 m.
5995 kHz 50.38

INTERNATIONAL SERVICE — SOCIÉTÉ RADIO-CANADA

Ces fréquences, en vigueur du 3 mars au 4 mai 1968, sont sujettes à changements.

TABLE 15 : Countries which Bought or Exchanged CBC Radio and TV Programs for Local Broadcast

Australia	Italy	Poland
Belgium	Japan	South Africa
Denmark	Luxembourg	Sweden
Eire	Monaco	Switzerland
Finland	Morocco	United Kingdom
France	Netherlands	U.S.A.
Germany	New Zealand	Yugoslavia

TABLE 16 : TV Programs Sold to Other Countries for Local Broadcast

<u>English</u>	<u>French</u>
Strike Zion	Les Cailloux (16 programs)
True North	Atome et galaxies (35 programs)
Swan Lake	Tour de terre (26 programs)
Open Grave	La vie qui bat (12 programs)
The Gift	Fanfreluche (26 programs)
Wojeck (38 programs)	Médecine d'aujourd'hui (3 programs)
Belafonte Special	Championnat de Curling
Point of Impact	
Friendly Giant (52 programs)	Over 400 CBC French Network television and radio programs and items were exchanged with the member countries of the French-language communautés in Europe, Pool InterMag, the European Broadcasting Union and the Asian Broadcasting Union.
Ben David Crisis	
The Paper People	
Concern	
700 Million	

TABLE 17: LIST OF CBC AWARDS 1968-69

CANADIAN FILM AWARDS, 1968

"The Ernie Game", co-production of CBC and NFB, - Best Feature Film

"Countdown to a Gold Medal" - Best Sports and Recreational Film - Producer, Dennis Hargrave.

"Wojeck: Swing Low Sweet Chariot" - Best original Screenplay - Philip Hersch

CONCOURS DE MUSIQUE LEGERE of the COMMUNAUTE RADIOPHONIQUE DES PROGRAMMES DE LANGUE FRANCAISE

"Mini Flirt", a work by Michel Brouillette - 2nd Prize

JOHN DRAINIE AWARD, 1968 of the ASSOCIATION OF CANADIAN RADIO AND TELEVISION ARTISTS

To Esse Ljungh, radio drama and special programs supervisor, CBC English Network.

EMMY AWARDS, 1968

"The Strange Case of Dr. Jekyll and Mr. Hyde", co-production by CBC and Dan Curtis Productions - nominated for Emmy Dramatic Award
- nominated for best graphic design - Bert Gordon, CBC

"Swan Lake" - finalist plaque in the International Competition - Director, Norman Campbell

GRAND PRIX DE REPORTAGE of the COMMUNAUTE RADIOPHONIQUE DES PROGRAMMES DE LANGUE FRANCAISE

"Tel Quel" series : "Prague Occupé", produced by Michel Chalvin

JOHN HERVEY COMPETITION (Ohio State University School of Journalism) "Ambro Flight " - Award of Merit

INTERNATIONAL FESTIVAL OF LIGHT MUSIC - SOPOT

Ginette Ravel, sponsored by CBC - 2nd prize for interpretation, with a song by Jean-Pierre Ferland.

INTERNATIONAL FESTIVAL OF SONG - SPA

Robert Charlebois, sponsored by CBC - 1st prize for interpretation and song.

THE JAPAN PRIZE

"Children of the World : The Trumpet", - UNICEF Prize. Producer-Director, Perry Rosemond.

OHIO AWARDS, 1969

Radio

"Between Ourselves : Sing the Rundleround", produced in Banff and Calgary by Fred Diehl.

"What Next?" - Program No. 29, School Broadcast produced in Toronto by Pat McFarlane.

"Power of Words : Righting Wrongs", School Broadcast produced in Toronto by Lola Thompson.

"Howard Carter and the Curse of Tutankhamen" - School Broadcast produced in Toronto by Lola Thompson

Television

"Shakespeare in Your Class", School program produced in Winnipeg by Hugh Edmunds.

Audience Research

While there are obvious channels through which individual members of the public can at any time make their personal opinions and preferences known to the CBC, and while the Corporation values spontaneous communication of this kind, it has long been recognized that information thus provided is often not truly representative of the views and behaviour of the great majority of people who ought to be heard from on some particular issue but who have not volunteered information. In the CBC, systematically conducted audience research is designed to fill this gap. Through sample surveys, and by other means, information is obtained which reflects the characteristics and distribution of people's tastes, interests, audience habits and other activities relevant to broadcasting, and their reactions to the various program and related services which the CBC provides. Information of this kind, and the conclusions and recommendations which flow from it, provide an aid to CBC planning and decision-making thereby contributing to the development of CBC services in the public's best interests.

Over the past year the major source of information on audience reactions to CBC television programs has continued to be the Corporation's two network audience panels, supplemented as required by special 'ad hoc' surveys or other forms of inquiry. These audience panels comprise members of the general public (some 2500 in the case of the English, 1500 in the case of the French language panel) so selected, by recognized methods of probability sampling, that they represent a proper cross-section of adults and teenagers in each network's potential audience. Panel members provide daily records not only of the extent of their viewing of network programs but of their opinions of each of the programs they happened to have watched that day. These expressions of opinion can vary from a simple scale measure of the extent to which viewers have enjoyed what they have seen to a more comprehensive account, in response to detailed questioning, of their reactions to different parts of a program, to individual performers, or to other aspects of program content or format. While whole sections of these panels are discarded regularly and new samples selected in order to minimise any bias that might arise from prolonged panel membership, the panels themselves are continuous throughout the nine months of the fall-winter-spring seasons. By this means the Corporation is able to keep itself constantly

informed on the reactions to its network programs of a representative cross-section of those who actually watch them. Over the past year the information thus obtained has assisted in program planning, in detecting trends in the performance of CBC and competitive programs, in forecasting and evaluating the effects of schedule changes, in servicing CBC Sales operations, and in various other ways.

A continuing operating of this kind, capable of indicating the extent to which individual programs and program series are enjoyed by, or otherwise interest and satisfy those who watch them, inevitably reveals that, over and above those CBC network programs which draw the biggest audiences - usually light entertainment programs in prime viewing time - there are many other CBC programs, deliberately directed at special-interest and minority sections of the population, which are much appreciated by their audiences. Reference is made on pages 11 & 21 to some of these smaller-audience programs which, over the past year, have most impressed those who have watched them.

Other research conducted in 1968-69 included a detailed study of audience reactions to the hosts and to certain other aspects of the CBC's weekday afternoon public affairs program Take Thirty. Heavy, moderate and light viewers of the series were identified and measures were taken of the extent of their interest in a wide range of subjects capable of being dealt with in the program. This information was related to panel data showing how viewers had in fact reacted to programs on different topics presented over the past three years. The results of this study were used in the planning of the 1968-69 Take Thirty series which, among those who watch CBC public affairs programs, is currently one of the most enjoyed.

Somewhat similar studies were made of two French network programs, Le jour du Seigneur and Femmes d'aujourd'hui. In the case of the first-mentioned, the object was to determine the relative appeal of the program to its urban and rural audiences and to viewers of widely varying ages. In the case of Femmes d'aujourd'hui the aim of the research (still in progress) is to distinguish the regular from the casual viewers of the program and to determine their reactions to the different subjects covered by the current series.

A quite different type of project has been the development, over the past year, of a form of questionnaire designed specially to elicit audience reactions, at the moment of viewing, to the various items in a news report or other segmented or magazine program, the content of which is determined so late as to preclude specific reference to program subject-matter in a pre-designed questionnaire. A satisfactory solution has proved to be a type of questionnaire with pre-designed standard questions but with appropriate instruction to the viewer to identify and record the various segments of the programs as he views. This has been successfully used to elicit weekly audience reactions to the different items in such programs as *The Way It Is* and *Front Page Challenge*. It has also proved to be an effective means of sampling audience reactions to a wide range of TV commercials in the natural in-home situation in which viewing actually takes place, rather than in the artificial environment created by the specially arranged 'commercial test'.

The limitations of 'ratings' as measures of audience size were examined in a pilot investigation conducted this year into the degree of perceptual attention given to different types of programs by those who watched them. Preliminary results indicate that there are many different 'ways' of watching television and the fact that several programs may have the same size of audience, as measured by conventional means, is no assurance at all that these programs are making equal demands on their viewers' attention. Other things being equal, including the apparent size of the audience, the indications are that the programs which claim the viewer's most undivided attention are those that he most enjoys. The considerable implications of this, from the point of view both of the program planner and of the advertiser, are being followed up in a more comprehensive study planned for next year.

Another study examined the reactions of Quebec physicians to a new TV series of refresher courses for medical practitioners presented for home viewing, *Médecine d'aujourd'hui*, co-produced by the CBC and the University of Montreal Faculty of Medicine and televised once a month on Thursday evenings from 11:35 p.m. to 12:15 a.m., dealt successively with such subjects as physiotherapy, hypertension, venereal disease, obesity, heart disease, child psychiatry and vaccination. The purpose of the audience study was generally to assist in the planning and production of further series of this kind and,

more particularly, to confirm that the enthusiastic audience response to the first *Médecine d'aujourd'hui* series (noted in last year's Annual Report) was not due merely to the novelty of these first programs but was likely to be maintained in subsequent series. While the study is not yet completed, preliminary results indicate that the first two programs surveyed in the current series were watched by about the same satisfactorily large number of viewers - about 20 per cent of all doctors in the target population - that watched the initial programs in the original series.

Other projects conducted over the past year included a special analysis of audience ratings data to indicate the extent of expansion of cable TV facilities and the relative amount of time now spent watching television via cable and by normal on-air means; the preparation of a compendium of all available data on the size of the audience to CBC and CTV network sportcasts; the refinement of a method of deducing, from existing local ratings data, the size and composition of the audience to all CBC English and French language radio network programs; a special survey of audiences and their reactions to programs in the CBC-TV 1968 summer network schedule; and surveys to determine the size, distribution and composition of the audiences to several events of national importance including the Liberal Leadership Convention, the National TV Debate preceding the June election, and TV and radio broadcasts of the General Election itself, and the February Federal-Provincial Conference.

As in previous years, much of the department's work in 1968-69 involved the continuing analysis of audience ratings data and other relevant broadcasting statistics in order to take stock of CBC network and station performance and to keep track of developing audience trends. Also as in the past, the department's research library records, its survey findings and its general store of audience statistics have provided much information in response to requests from such outside agencies as federal and provincial government departments, local boards of education, university staff and students, welfare and church groups, U.S. and overseas broadcasting organizations, advertising agencies, business firms, commissions of inquiry, the general and trade press, and others.

For information on CBC television and radio audiences, see pages 9-19-31-39.

Commercial Activities

COMMERCIAL ACTIVITIES

Over the years, particularly since the advent of television, the commercial activities of the Corporation have become an essential part of CBC operations. The advertising revenues obtained comprise a necessary supplement of the annual grant voted by Parliament to the Corporation for the discharge of its responsibility to provide a national broadcasting service.

From a relatively small beginning some 32 years ago, the volume of CBC commercial business has grown to the point where Canadian companies are currently spending about \$40 million per year to advertise their products and services over CBC radio and television networks and CBC-owned radio and television stations.

The Corporation's net commercial revenue after advertising agency commissions have been allowed, after payments to private stations have been made, and after the U.S. network's share of station time revenue has been allowed is almost \$30 million per year.

Although this large amount of advertising revenue would seem to indicate that the CBC has evolved into a completely commercial entity, the Corporation has not neglected its responsibility to provide a diversified program service as outlined under its mandate.

The Corporation's basic policy is that efforts to increase commercial revenues must not dominate program decisions. Public service must remain the primary objective of the Corporation.

In spite of the fact that the CBC cannot engage in a fully competitive sales operation for the reasons outlined above, a significant increase in advertising revenue is reflected this year in both English and French television sales.

Radio advertising revenues have declined slightly from last year due to the decreases sustained in French radio sales by the network and by the owned and operated stations.

TABLE 18 : Program Salability

	DAYTIME From start of network service until 6 p.m.	Evening From 6 p.m. until close of network service		
	English TV Network	French TV Network	English TV Network	French TV Network
1) Programs not available for sale	35%	22%	29%	27%
2) Programs available for sale but considered by the CBC as unsalable per se *	33%	53%	3%	21%
3) Programs available for sale and considered to be salable per se **	32%	25%	68%	52%
Percentage of sale of programs in Category 3 during this period	84%	57%	85%	43%

* Considered unsalable because of their content, their specialized audience appeal and/or their position in the network schedule.

** Considered salable having regard to their content, the breadth of their audience appeal and their position in the network schedule...but without regard to such factors as the commercial competition of other television stations, the audience appeal of alternative programs available to TV viewers in many areas, the difference in the geographical distribution of the population served by the English and French TV networks or the many variations that exist among Canadian manufacturers as to the distribution and allocation of their advertising budgets.

NOTE : The French network carries feature films in the afternoon and the late evenings whereas stations on the English network purchase and broadcast feature films locally during the late evening. Percentage comparisons between the two Networks must always take this into account.

The Corporation's long-range plan for extension of radio and television service envisages the provision of CBC service, in the appropriate language, to all areas in Canada with a population of 500 or more.

In the fiscal year 1968/69, 21 new radio transmitters began operation, and 17 new television transmitters. In 1969/70, applications are planned for 28 new radio projects and 25 new television projects, as well as changes in facilities to six TV and eight radio transmitters already in service.

There are some 100 locations under consideration for radio service and 250 for television. It is likely that of these numbers, some 200 to 300 projects will be implemented.

The rate of implementation is, to a large degree, dependent upon the availability of public funds.

In the main, the extension of radio service is by means of low power relay transmitters connected to the National Network Service by means of transmission lines.

Extension of television network service falls into three main categories: (1) by network transmission lines; (2) by off air rebroadcast transmitters (broadcasting the service of a mother station); and (3) by videotape recordings (for isolated areas).

In the future, the type of service to be provided to isolated areas will be affected by the development of space satellites which may allow the Corporation to bring full live television network service to many remote parts of Canada.

At present, the Corporation is providing TV service to nine locations by means of a specially designed Frontier Coverage Package (videotape programmed transmitters). During 1968/69, new Frontier Coverage Packages began operation at Uranium City, Sask., Whitehorse, Y.T., Watson Lake, Y.T., Cassiar, B.C., Chur-Chill Falls, Nfld. and St. Anthony, Nfld. Additional applications are planned for 1969/70 for further extension of service by means of Frontier Coverage Packages.

There are some 60 locations still without coverage which would qualify for this type of service and which, in time, may eventually be served by live television network service through satellite transmission.

At the end of 1968/69, approximately 98.5% of the English language people of Canada were being provided with CBC English language radio network service and 95.4% by English language television service. The Corporation's French language radio service now reaches 96.8% of the French language people and its French language television service is available to 89.7% of the French language population.

As the number of people still to be served grows smaller, the areas in which they live, generally speaking, are more remote. To provide service to these remote areas is difficult technically and, at the same time, very costly.

SPACE SATELLITES

The development of a domestic space satellite system to improve communications to the more remote areas of Canada, including the distribution of live television service to earth-based broadcasting stations, has been gaining momentum since publication on March 28, 1968 of the Government's White Paper. Subsequently, a Satellite Project Office was formed under the Science Secretariat of the Privy Council Office. Within it an engineering System Planning Group became engaged in technical cost studies of system models using the latest technology, cost and user requirement information available.

The CBC would probably be the largest single user of a satellite system which would be integrated with existing microwave networks. It has maintained close liaison with the Satellite Project Office and has carried out further system capability and cost studies of several system models with the objective of recommending the one which would be the most advantageous to the Corporation.

The revised studies confirmed that if a domestic satellite system became operational by 1972, the CBC would have about 40 stations in the remote areas of the provinces, the Yukon

and the Northwest Territories. These areas could then enjoy live service instead of recorded programs that may be as much as three weeks late under present programming arrangements.

EMERGENCY BROADCASTING

With the suspension in March 1968 of 24-hour-a-day radio network operation the Canadian Forces' National Survival Attack Warning System procedures for alerting CBC regions have been amended. This will result in faster reinstatement during the "silent hours" of the required broadcasting state-of-readiness necessary in the event of an anticipated national emergency.

In accordance with Government policy for

the suspension of proposed emergency measures capital works projects, only those in progress were completed. This affected a program of providing emergency power and other measures to improve the survivability of key broadcasting stations.

A revised detailed study of further measures to be implemented to improve the survivability of the system was undertaken. This information was required by the Canadian Emergency Measures Organization for its Project "PHOENIX". This Project involved a review of all emergency measures programs and the preparation of complete recommendations on priorities, manpower and dollar needs, together with the guidelines to reach national objectives by 1975 at all levels of government.

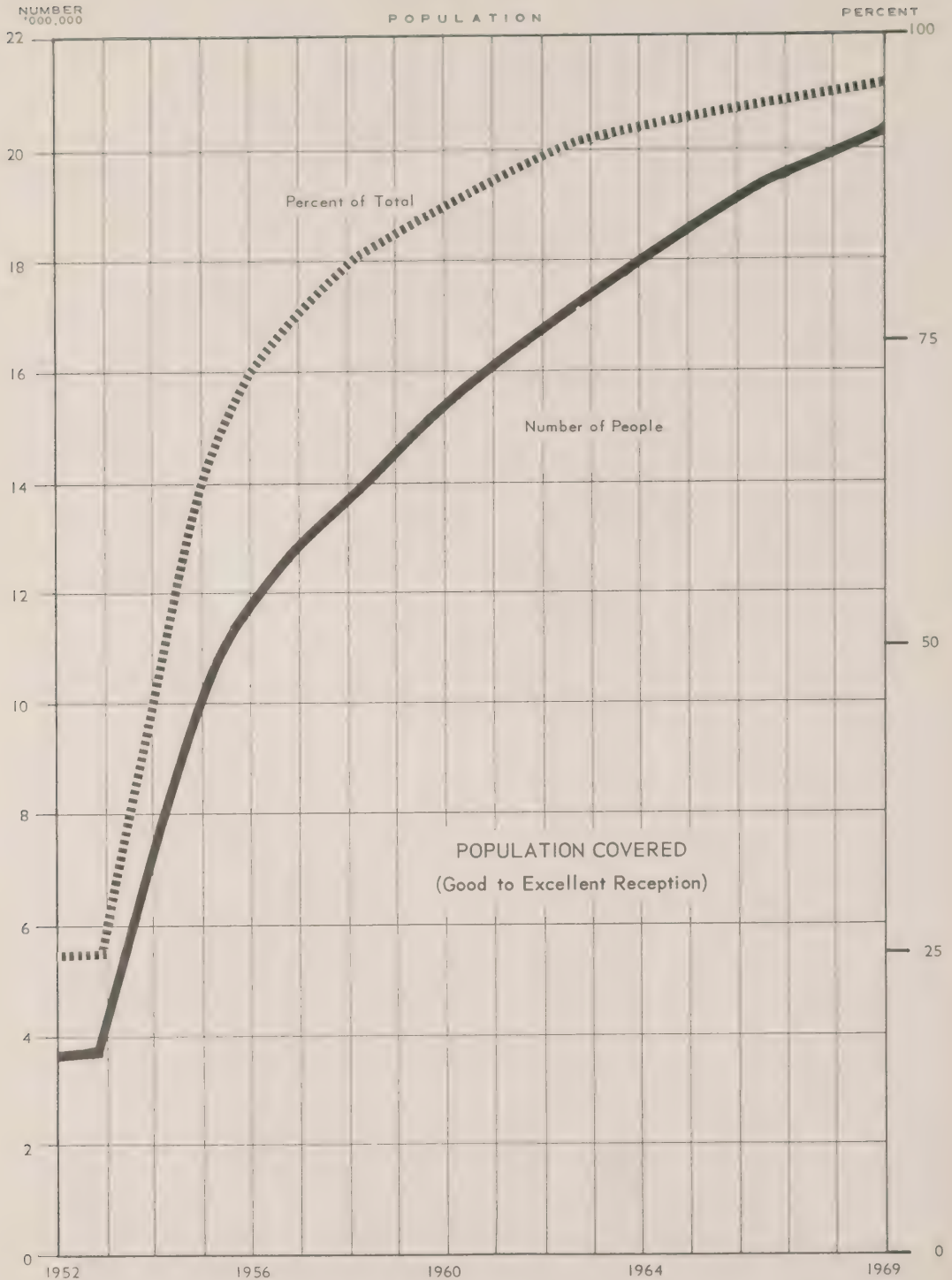
TABLE 22 : CBC Coverage in Canada
Radio and Television
English, French and Composite Networks
Estimates as of March 31, 1969

	Total population able to speak English 16,820,000		Total population able to speak French 6,520,000		Total population 21,020,000	
	<u>English Network Coverage</u>		<u>French Network Coverage</u>		<u>Composite Networks Coverage</u>	
	<u>Number</u>	<u>Percent of total</u>	<u>Number</u>	<u>Percent of total</u>	<u>Number</u>	<u>Percent of total</u>
RADIO (AM)	16,570,000	98.5%	6,310,000	96.8%	20,780,000	98.9%
TELEVISION	16,050,000	95.4%	5,850,000	89.7%	20,360,000	96.9%

Note: The statistics are based on the service areas (radio..daytime service, television.. A & B service) of all CBC-owned and CBC-affiliated stations in operation or recommended for approval by the BBG prior to April 1, 1968.

GRAPH 23:

GROWTH OF CBC TELEVISION COVERAGE
COMPOSITE FRENCH AND ENGLISH NETWORK
1952 TO 1969



The statistics are based on the A & B service areas of all CBC-owned and CBC-affiliated stations in operation or recommended for approval by the BBG prior to April 1, 1968.

TABLE 24 : Average Hours of Network Programs in a Winter Week Broadcast (January 1969) by an Affiliate (with minimum hours shown in parentheses).

	<u>Radio</u>		<u>Television</u>	
English	31:33	(26:57)	54:45	(41:18)
French	49:33	(29:16)	81:25	(43:25)

TABLE 25 : Communities* of 500 or More Not Receiving CBC Television at all or Not Receiving it in the Language of the Community.

English-speaking communities	185
French-speaking communities	60
Total	245

TABLE 26 : Communities* of 500 or More Not Receiving CBC Radio at all or Not Receiving it in the Language of the Community.

English-speaking communities	63
French-speaking communities	38
Total	101

* "Community" in this context means a concentration of people sufficiently compact to permit it to be served by a single television or radio station. These communities, in the main, are small and relatively isolated. Their numbers fluctuate with shifts and changes in population. During the year CBC brought 17 new television transmitters and 41 new radio transmitters into operation.

TABLE 27 : EXTENSION OF COVERAGE THIS YEAR BY CBC

<u>RADIO FACILITIES</u>	<u>LOCATION</u>	
Low Power Relay Transmitters	Newfoundland	Churchill Falls (Fr.) Cow Head Harbour Flowers Cove Port Saunders
	New Brunswick	Richibucto (Fr.) (FM)
	Quebec	Matagami (Fr.) Parent (Fr.)
	Ontario	Barry's Bay Chapleau (Fr.) Fraserdale Moosonee Maynooth
		Timagami
		Gillam
		St. Lazare (Fr.)
		Fort Chipewyan
	Manitoba	Waterways
	Alberta	Ucluelet
	British Columbia	Fort Good Hope
	Northwest Territories	Fort Providence
	Yukon Territory	Carmacks
<u>TELEVISION FACILITIES</u>	<u>LOCATION</u>	
New Frontier Coverage Packages	Newfoundland	St. Anthony Churchill Falls
	Saskatchewan	Uranium City
	British Columbia	Cassiar
	Yukon Territory	Whitehorse
		Watson Lake
TV Network Relay Rebroadcasting Stations	Nova Scotia	New Glasgow
	Ontario	Marathon
	Manitoba	Lac du Bonnet Grand Rapids Snow Lake
		Shaunavon
		Lac La Biche
		Manning
	Saskatchewan	Hope
	Alberta	Ucluelet
	British Columbia	Canal Flats

Production Facilities and Techniques

During the year, steps were taken to provide improved service for viewers of CBC television in Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland. Due to time zone differences, the majority of television network programs had been seen in the Maritimes one hour later than they were seen in central (or "upper" Canada). For instance, the national TV news, seen by most Canadians at 11 P.M., could not be seen in the Maritimes until midnight. Newfoundlanders had to wait still another half-hour. To overcome the time zone gap, a pre-release operation was introduced which made use of videotape recording equipment capable of recording and replaying programs in color as well as in black and white.

Microwave facilities are used during the night to feed to the Halifax operations centre programs for broadcast the following day. The national news is produced live in Toronto for transmission directly (via closed-circuit microwave to Halifax) to viewers in the Maritimes and Newfoundland. This makes it possible for the national news to be seen at 11 P.M. Atlantic time and 11:30 P.M. Newfoundland time. A second edition of the National News is broadcast from Toronto one hour later (11 P.M. Eastern time) for central Canadian viewers.

During 1968, progress continued to be made on extending CBC radio and television service to all parts of the country by bringing into operation 17 new television transmitters, including six Frontier Coverage Packages and 21 new radio transmitters. (Table 27) In addition, network TV service was extended to Terrace, B.C. and to Flin Flon and The Pas, Manitoba, these locations previously being provided with a delayed network service by means of films.

Improved French and English TV services in the Ottawa area were effected by the relocation and increase in power of CBOT and CBOFT to a site in the Gatineau Hills, north of Ottawa. This site accommodates all Ottawa TV and FM transmitters, both CBC and private.

On the radio side, the CBA transmitter was relocated from Sackville to Upper Dover, N.B. providing an improved service to the Moncton area while work continued at Vancouver on a relocation and power increase for CBU. When operational from the new site early in

1969, radio service in the Vancouver, Victoria and lower mainland areas of B.C. will be improved. Construction of new AM transmitters at St. Anthony, Newfoundland and Windsor (French), Ontario was commenced, the latter being delayed by site acquisition problems.

New radio studio and office facilities were brought into service at Sydney, N.S. and Inuvik, N.W.T. while in Toronto a new radio talks studio and a program packaging studio were provided.

SHORTWAVE

Planning continues for the expansion and updating of the shortwave transmitter facilities at Sackville, N.B. Five new 250 kw shortwave transmitters and thirty new antenna arrays are to be installed. The associated switching equipment permitting the output of any of eight transmitters to be switched to any of the thirty antenna arrays, transmitter tuning and other functions will be computer controlled in 24 hour program blocks. It is expected that the new facilities will become operational on a phased basis from early 1970 to early 1971 providing improved radio coverage of northern Canada and overseas target areas of the CBC's International Service.

EQUIPMENT

The normal review and replacement of worn out, obsolete and inadequate equipment continued in order that technical quality could be maintained at a high standard, special emphasis being given to TV color quality. In this respect, a research project aimed at improving reception of color film programs on home TV receivers was completed. Results show that color variation can be greatly reduced by making certain modifications to the cameras and changes in electrical circuits. Another phase of this project was concerned with the standardizing of film review room conditions in such a way that they will simulate those in a typical home thus enabling evaluators to do a better job of selecting color film for television.

A new battery operated portable video tape recorder and TV camera package was successfully field tested and several units have been purchased. Carried by one man, these units will permit certain types of programming to be

carried out at a considerably reduced cost and also permit some actuality type pickups which have not before been possible.

The major outside broadcasting event of the year was the Olympic Games in Mexico City. A portable master control and combined production control facility was provided for radio-TV coverage of the Games. This facility was assembled and packaged in self-contained shock mounted rack unit configuration, highly transportable and designed for easy assembly.

CONSOLIDATION

Dispersal of production facilities and personnel among numerous sites became a problem to the Corporation as television expanded. Plans for the relief of this problem came closer to realization in three cities during the past year.

In Montreal, a contract was awarded for the second phase of Place de Radio Canada, the construction of the building. The first phase, excavation and piling work, was completed earlier.

Architectural studies proceeded towards developing an appropriate design for a new broadcasting centre in Vancouver. This will be con-

structed on a block of land in downtown Vancouver already owned by the Corporation.

The Corporation still holds a site in the township of North York which was purchased some time ago for the development of consolidated facilities for Toronto. Studies are continuing nevertheless for the possible development of this major consolidation project in downtown Toronto.

NATIONAL TECHNICAL TRAINING CENTRE

Four week technical operations courses were given to 84 trainees this year while 74 attended four week courses on semi-conductors. The latter included two external aid trainees and one each from Air Canada and the National Film Board.

Field training was given on videotape recorders at Cornerbrook and on transmitters at four locations. In addition, on the job operational training was provided to 61 employees at various locations.

Training periods of two months were also arranged for 17 overseas students in various CBC centres.

TABLE 28 : Amount of Color Programming in Hours on CBC Network each week

	<u>Total Air Time</u>	<u>Min - Max. Color Hours</u>	<u>Min - Max. Percentage</u>
English Network	72	36 - 43	50 - 60
French Network	106	32 - 64	30 - 60

TABLE 29 : Amount in Hours of Local Color Programming, predominantly film, on CBC Television Stations each Week.

	<u>Minimum</u>	<u>Maximum</u>
St. John's	8 hours	18 hours
Halifax	6	21
Montreal	6	16
Ottawa	8	20
Toronto	5	19
Winnipeg	7	19
Edmonton	7	17
Vancouver	3	17

TABLE 30 : SOME MAJOR ENGINEERING AND TECHNICAL PROJECTS IN 1968-69

1. Completion of new radio studio and office building at Sydney.
2. New French and English language TV transmitter facilities brought into service at site shared with other Ottawa area TV and FM stations.
3. Maritimes TV network pre-release and delay service inaugurated.
4. Coverage of Olympic Games in Mexico.
5. TV network service extended to Flin Flon and The Pas, Manitoba and to Terrace, B.C.
6. Major contributions to communication satellite system studies, both national and international.
7. Contract awarded and work commenced on second phase, the actual building, of Montreal consolidation project, Place de Radio Canada.
8. New radio talks and program packaging studios commissioned in Toronto.
9. TV Frontier Coverage Package stations brought into operation at St. Anthony, Churchill Falls, Uranium City, Cassiar, Whitehorse and Watson Lake.
10. Construction of new radio station underway at St. Anthony.
11. Vancouver TV transmitter converted for unattended operation.

INDUSTRIAL AND TALENT RELATIONS

Fiscal 1968 was a busy and sometimes complex period in the area of labor negotiations.

During the year negotiations were in process with NABET (National Association of Broadcast Employees and Technicians); NABET (Watchmen); CUPE (Canadian Union of Public Employees); ARTEC (Association of Radio and Television Employees of Canada); the Canadian Wire Service Guild; AF of M (American Federation of Musicians); producers, Montreal and regional; ACTRA (Association of Canadian Television and Radio Artists); FAAC (Fédération des auteurs et des artistes du Canada); BSEIU (Building Service Employees International Union); IATSE (International Alliance of Theatrical Stage Employees) Local 58 and 644; SGCT (Syndicat Général du Cinéma et de la Télévision) for janitorial staff and elevator operators in Montreal.

Of the Agreements which were under negotiation (above) the following were concluded during the year: NABET, NABET (WATCHMEN), CUPE, CWSG (ANG) (not ratified), FAAC, AF of M and Producers, Montreal and regional. The ACTRA agreements, which cover radio performers, television performers and radio and television writers, were extended to March 31, 1969.

Two hundred and sixty-six grievances were filed by the industrial unions, five of which progressed to arbitration resulting in four awards in favor of the Corporation.

The SGCT (CSN) reapplied to the Canada Labor Relations Board (CLRB) for certification to represent CNSG (ANG) employees in Montreal and Quebec City. The results of the vote (on

September 5, 1968) indicated by 60-31 majority that the employees favored representation by the SGCT for Montreal and Quebec City, effective September 23, 1968.

BILINGUALISM

The Corporation decided, effective September 1, 1968, to extend to receptionists and switchboard operators the 7% premium for bilingualism already being paid to secretaries, stenographers and typists, provided that they use both languages in the performance of their duties and that they successfully pass the tests conducted by the Public Service Commission on behalf of the CBC.

On January 29, 1969 the Board of Directors approved the implementation of a policy on bilingualism for Management staff.

Mindful of the objectives to be attained, the Corporation has made arrangements with the Language Bureau of the Public Service Commission to have its Management personnel taught either of the official languages. Owing to the extremely heavy demands made on the Language Bureau by government departments, the Corporation might have to take steps to make up for the shortage of places in the Bureau's courses in order to meet its own needs.

In its negotiations with the different unions, the Corporation lays down as a principle that special remuneration should be paid for certain positions where a knowledge of both languages is required. The Corporation is also making studies inside and outside the CBC to determine whether such a premium should be extended to categories other than those already recognized.

Financial Report

OPERATIONS

Expense

Total expense for the year of \$196,487,000 including \$4,762,000 interest on loans to finance the acquisition of capital assets, increased by \$6,924,000 or 3.7%, over that of the preceding year. Total expense does not include the repayment of principal installments on capital loans amounting to \$3,955,000.

Radio Service

The cost of programs, distribution and transmission of the radio service was \$31,854,000 compared to \$28,399,000 for the previous year.

Extensions and improvements in the radio service included the commencement of operation of 21 low power relay transmitters. In addition, and with reference to the explanatory notes on the table of Significant Statistics, it included -

- increase of 2.2% in station hours from 205,889 to 210,406.
- increase of 1.3% in hours of network and local programs from 70,910 to 71,841.
- extension of the networks by 1,169 miles to a total of 24,691 miles.

Television Service

The cost of programs, distribution and transmission of the television service was \$116,222,000 compared to \$113,006,000 for the previous year. Extensions and improvements in the television service included the commencement of operation of 17 rebroadcasting stations and station CBCT in Charlottetown, Prince Edward Island.

In addition, and with reference to the explanatory notes on the table of Significant Statistics, it included -

- increase of 6.8% in station hours on air from 75,456 to 80,600.
- increase of 4.3% in hours of network and local programs originated by individual stations from 26,767 to 27,919.

- extension of the networks by 770 miles to 10,740 miles.
- increase of telecasting in color to an average of 40 hours weekly on the English network and 33 hours weekly on the French network in the fall and winter schedule. This compared with an average of 35 hours weekly on the English network and 29 hours weekly on the French network, last year.

International Service

As explained in note (1) of the notes to the financial statements, the accounts relating to the International Service were consolidated with the accounts of the Corporation on April 1, 1968, and the cost of \$3,675,000 to operate this service is now provided in the parliamentary grant. In prior years, funds to cover the cost of operating this service were provided by a separate vote.

Interest on Loans

Interest paid on loans was \$4,762,000 compared to interest of \$3,760,000 paid the previous year. The amount required to pay for interest on loans is provided in the parliamentary grant and is included in the cost of operations.

Income

The gross advertising revenue of \$39,765,000 showed an increase of \$1,030,000 or 2.7% over last year. Revenue of the television service was \$37,747,000 and of the radio service \$2,018,000. Combined, these revenues equalled 21.4% of the Corporation's expense, excluding depreciation and amortization, as compared to 21.9% in 1967/68.

Parliamentary Grant

The amount voted by Parliament to discharge the responsibilities of the broadcasting service was \$151,100,000. The net operating requirements, exclusive of depreciation and amortization, of \$144,374,000 and including the sum of \$3,955,000 required for repayment of Canada loans, resulted in an unexpended balance of \$2,771,000 which was refunded to the Receiver General of Canada.

FINANCIAL POSITION

Working Capital

During the year the working capital of the Corporation remained at \$15,000,000.

Investment

The 2-3/4% Canada bonds matured on June 15, 1968 and were redeemed at par.

Programs, Film and Script Rights

These inventories decreased \$1,362,000 or 12.0% from last year.

Capital Assets

Capital assets, at \$166,135,000 increased by \$19,930,000 from \$146,205,000. About 25% of this increase was for extensions and improvements to coverage, distributed some 69% to television and 31% to radio. Of the balance, \$3,535,000 was expended for consolidation of facilities and the remainder on additions and replacements to existing plant.

Equity of Canada

The equity of Canada in the Corporation at March 31, 1969, was \$116,260,000. This consisted of \$92,370,000 Canada loans to finance the acquisition of capital assets, \$8,193,000 book value of capital assets not encumbered by loans, and the balance as working capital.

This year the Corporation borrowed \$22,200,000 from Canada for the acquisition of capital assets. Interest rates on the capital loans varied between 6-3/4% and 7-3/8% during the year.

Audit

In accordance with Section 46 of the Broadcasting Act, the accounts and financial statements of the Corporation are examined by the Auditor General of Canada and his report, in compliance with the requirements of Section 87 (3) of the Financial Administration Act, accompanies this report.

Ottawa, June 10, 1969.

The Canadian Broadcasting Corporation
and
The Honourable Gérard Pelletier,
Secretary of State,
Ottawa.

Sirs,

I have examined the accounts and financial statements of the Canadian Broadcasting Corporation for the year ended March 31, 1969. In compliance with the requirements of Section 46 of the Broadcasting Act and of section 87 of the Financial Administration Act, I report that, in my opinion:

- (a) proper books of account have been kept by the Corporation;
- (b) the financial statements of the Corporation
 - (i) except for the consolidation of the accounts of the International Service with those of the Corporation, were prepared on a basis consistent with that of the preceding year and are in agreement with the books of account,
 - (ii) in the case of the balance sheet, give a true and fair view of the state of the Corporation's affairs as at the end of the financial year, and
 - (iii) in the case of the statement of operations, give a true and fair view of the operations of the Corporation for the financial year, and
- (c) the transactions of the Corporation that have come under my notice have been within the powers of the Corporation under the Broadcasting Act, the Financial Administration Act and any other Act applicable to the Corporation.

Yours faithfully,



Auditor General of Canada.

BALANCE SHEET
as at March 31, 1969

ASSETS	<u>1969</u>	<u>1968</u>
Current Assets :		
Cash	\$ 14,999,966	\$ 8,916,395
Accounts Receivable	6,784,427	6,278,265
Investment in Canada Bonds, at cost	-0-	963,333
Engineering and production supplies, at cost	2,713,695	2,563,207
Programs completed and in process of production	7,051,036	7,881,445
Film and script rights	2,992,867	3,524,944
Prepaid rent, insurance and other items	<u>332,072</u>	<u>358,938</u>
Total current assets	<u>34,874,063</u>	<u>30,486,527</u>
Capital assets, at cost : (Notes 1 and 2)		
Land and buildings	57,476,506	52,688,038
Technical equipment	100,847,117	86,312,681
Furnishings and equipment	5,597,258	5,234,087
Other	<u>2,214,061</u>	<u>1,969,905</u>
	166,134,942	146,204,714
Less : accumulated depreciation	<u>65,571,983</u>	<u>56,917,876</u>
Net Capital Assets	<u>100,562,959</u>	<u>89,286,838</u>
	<u>\$135,437,022</u>	<u>\$119,773,365</u>
Certified correct : V.F. DAVIES, Vice-President, Finance		
Approved on behalf of the Board of Directors : JEAN-CLAUDE DELORME, Director		
GORDON F. DENNING, Director		

<i>LIABILITIES</i>	<u>1969</u>	<u>1968</u>
Current Liabilities :		
Accounts payable and accrued liabilities	\$ 18,905,839	\$ 14,456,549
Due to Canada - refundable balance of grant in respect of the net operating amount required to discharge the responsibilities of the broadcasting service	<u>270,906</u>	<u>644,301</u>
Total current liabilities	<u>19,176,745</u>	<u>15,100,850</u>
 <i>EQUITY OF CANADA</i>		
Loans to finance the acquisition of capital assets, repayable in 1970-89 at interest varying from 5-1/4% to 7-3/8%	92,369,933	74,124,837
Proprietor's Equity Account per attached statement	<u>23,890,344</u>	<u>30,547,678</u>
	<u>116,260,277</u>	<u>104,672,515</u>
	<u>\$135,437,022</u>	<u>\$119,773,365</u>

The accompanying notes are an integral part of the financial statements.

I have examined the above Balance Sheet and the related Statement of Operations and have reported thereon under date of June 10, 1969 to the Corporation and to the Secretary of State.

A.M. HENDERSON,
Auditor General of Canada.

STATEMENT OF OPERATIONS

for the year ended March 31, 1969

Expense	1969	1968
Cost of production and distribution : (Note 3)		
Programs	\$124,174,100	\$119,439,507
Network distribution	15,086,399	14,137,682
Station transmission	8,815,272	7,827,549
Payment to private stations	5,332,007	5,464,020
Commissions to agencies and networks	4,787,964	4,435,999
	<u>\$158,195,742</u>	<u>\$151,304,757</u>
Operational supervision and services :		
Programs	6,373,135	5,636,175
Administration	6,729,100	5,877,009
General	3,134,518	2,868,904
	<u>16,236,753</u>	<u>14,382,088</u>
International Service (Note 1)	<u>3,674,641</u>	<u>3,677,377</u>
Emergency Broadcasting	<u>505,950</u>	<u>1,008,578</u>
Radio and Television broadcasting services at Canadian Universal and International Exhibition, Montreal, 1967	<u>-0-</u>	<u>3,921,493</u>
Total cost of production and distribution	<u>178,613,086</u>	<u>174,294,293</u>
Selling and general administration :		
Selling expense	3,010,304	2,695,722
Engineering and development	1,703,028	1,485,361
Management and central services	8,398,743	7,327,819
	<u>13,112,075</u>	<u>11,508,902</u>
Interest on loans to finance the acquisition of capital assets	<u>4,762,144</u>	<u>3,759,621</u>
Total expense	<u>196,487,305</u>	<u>189,562,816</u>
Income		
Advertising revenue - gross (Note 3)	39,764,781	38,734,295
Interest on investments	954,366	573,568
Miscellaneous	816,675	692,057
	<u>41,535,822</u>	<u>39,999,920</u>
Net Cost of Operations	<u>\$154,951,483</u>	<u>\$149,562,896</u>

The accompanying notes are an integral part of the financial statements.

STATEMENT OF SOURCE OF FUNDS
TO DISCHARGE NET COST OF OPERATIONS
FOR THE YEAR ENDED MARCH 31, 1969

Parliamentary grant in respect of the net operating amount required to discharge the responsibilities of the broadcasting service : Appropriation Act No. 4, 1968	\$151,100,000	
Less : Amount required for repayment of loans by Canada	<u>3,954,905</u>	\$147,145,095
Deduct Amount refunded on March 31, 1969	2,500,000	
Amount to be refunded	<u>270,906</u>	<u>2,770,906</u>
Net funds received for operating requirements		\$144,374,189
Add Depreciation and amortization, included as an operating cost, not recoverable from the parliamentary grant		<u>10,577,294</u>
Net cost of operations, per Statement of Operations		<u><u>\$154,951,483</u></u>

STATEMENT OF PROPRIETOR'S EQUITY ACCOUNT
FOR THE YEAR ENDED MARCH 31, 1969

Balance as at March 31, 1968		\$ 29,179,099
Add Capital Assets of International Service At April 1, 1968 in accordance with P.C. 1968-525, March 19, 1968 (Note 1)	\$ 6,515,320	
Less : Accumulated Depreciation to March 31, 1968	<u>5,146,741</u>	<u>1,368,579</u>
Adjusted balance as at April 1, 1968		30,547,678
Amount included for repayment of loans by Canada in parliamentary grant in respect of the net operating amount required to discharge the responsibilities of the broadcasting service		<u>3,954,905</u>
		34,502,583
Deduct : Depreciation and amortization, included as an operating cost, not recoverable from the parliamentary grant	\$ 10,577,294	
Net loss on disposal of capital assets	<u>34,945</u>	<u>10,612,239</u>
Balance as at March 31, 1969		<u><u>\$ 23,890,344</u></u>

The accompanying notes are an integral part of the financial statements.

NOTES TO THE FINANCIAL STATEMENTS

(1) International Service

The Governor in Council by Order in Council P.C. 1968-525 of March 19, 1968 directed the Corporation to provide an International Service by means of shortwave broadcasting providing thereby a continuing expression abroad of Canadian identity, and to consolidate the accounts relating to the International Service with the accounts of the Corporation and merge the capital assets of the International Service with the assets of the Corporation. This consolidation has taken place effective April 1, 1968 and corresponding adjustments have been made to the Corporation's statements for the previous year to enable proper comparisons to be made. In previous years, the International Service was financed by a separate parliamentary vote while in the current year it was financed from the parliamentary appropriation provided for the Corporation.

(2) Capital Assets

Capital Assets in the amount of \$166,134,942 include the sum of \$20,566,000 expended during the last ten years in connection with the planned consolidation of facilities in Halifax, Moncton, Fredricton, Montreal, Ottawa, Toronto, Winnipeg and Vancouver. The present estimate of the future cost of consolidation of facilities for the Corporation is \$163,329,000 of which, subject to the provision of funds by Parliament for the purpose, approximately \$13,700,000 will be expended during the year ending March 31, 1970, and \$149,629,000 during subsequent years.

(3) Production and Distribution of Programs

Costs relative to programs available for advertising and advertising revenue earned thereon, are as follows :

	<u>1968-1969</u>	<u>1967-1968</u>
Programs which carried advertising	\$46,939,000	\$43,088,000
Programs available but which did not carry advertising	<u>31,177,000</u>	<u>32,953,000</u>
Programs and related costs (exclusive of operational supervision, selling and general administration)	<u>78,116,000</u>	<u>76,041,000</u>
Advertising revenue - gross	<u>\$39,765,000</u>	<u>\$38,734,000</u>

(4) Remuneration of Directors

Total remuneration of directors, as directors, officers or employees of the Corporation for the year was \$70,600.

continued /

(5) CBC Pension Plan

A report dated October, 1967, on the actuarial review of the CBC Pension Fund as at December 31, 1966 confirmed that the assets held in the fund were adequate to meet all accrued liabilities for service rendered to that date. The actuarial review indicated an unfunded liability in respect of service to be rendered after that date of \$12,917,000. Regulations made pursuant to the Pension Benefits Standards Act, 1966/67, c. 92, require this unfunded liability to be liquidated over a period not to exceed sixty years. The actuaries reported that the present rates of contributions were sufficient to meet the total current service cost including the liquidation of this unfunded liability. While the Pension Benefits Standards Act requires that an actuarial review of the fund be made only within three years of the date of registration and within every three years thereafter, a survey was made during the current year of the actual experience related to some of the actuarial assumptions used in the October, 1967 report. This preliminary testing indicated an increase in the unfunded liability to \$16,000,000 due to actual wage increases being higher than the assumption used in the actuarial review as at December 31, 1966. In view of the requirements of the Pension Benefits Standards Act that an increase in the unfunded liability established by an actuarial review be liquidated within five years, the Corporation is taking the necessary steps to have an actuarial review made and to commence the liquidation in 1970/71 of any increase in the unfunded liability.

ANALYSIS OF PRODUCTION AND DISTRIBUTION COSTS
AND OF REVENUE
for the year ended March 31, 1969

	Cost of Production and Distribution		
	English Language	French Language	Total
Radio Service :			
Programs	\$ 18,148,150	\$ 7,637,523	\$ 25,785,673
Network Distribution	2,255,931	962,844	3,218,775
Station Transmission	2,378,963	470,574	2,849,537
Payments to Private Stations	67,370	68,103	135,473
Commissions to Agencies and Networks	121,357	59,837	181,194
Operational Supervision and Services	<u>2,358,025</u>	<u>944,531</u>	<u>3,302,556</u>
	<u>\$ 25,329,796</u>	<u>\$ 10,143,412</u>	<u>\$ 35,473,208</u>
Television Service :			
Programs	59,928,407	38,460,020	98,388,427
Network Distribution	9,677,427	2,190,197	11,867,624
Station Transmission	4,109,298	1,856,437	5,965,735
Payments to Private Stations	4,434,032	762,502	5,196,534
Commissions to Agencies and Networks	3,811,850	794,920	4,606,770
Operational Supervision and Services	<u>8,407,228</u>	<u>4,526,969</u>	<u>12,934,197</u>
	<u>\$ 90,368,242</u>	<u>\$ 48,591,045</u>	<u>\$ 138,959,287</u>
International Service :			<u>3,674,641</u>
Emergency Broadcasting :			<u>505,950</u>
Total Cost of Production and Distribution			<u>\$ 178,613,086</u>
	Advertising Revenue (Gross)		
Radio Service	\$ 1,276,840	\$ 741,329	\$ 2,018,169
Television Service	<u>30,232,174</u>	<u>7,514,438</u>	<u>37,746,612</u>
Total	<u>\$ 31,509,014</u>	<u>\$ 8,255,767</u>	<u>\$ 39,764,781</u>

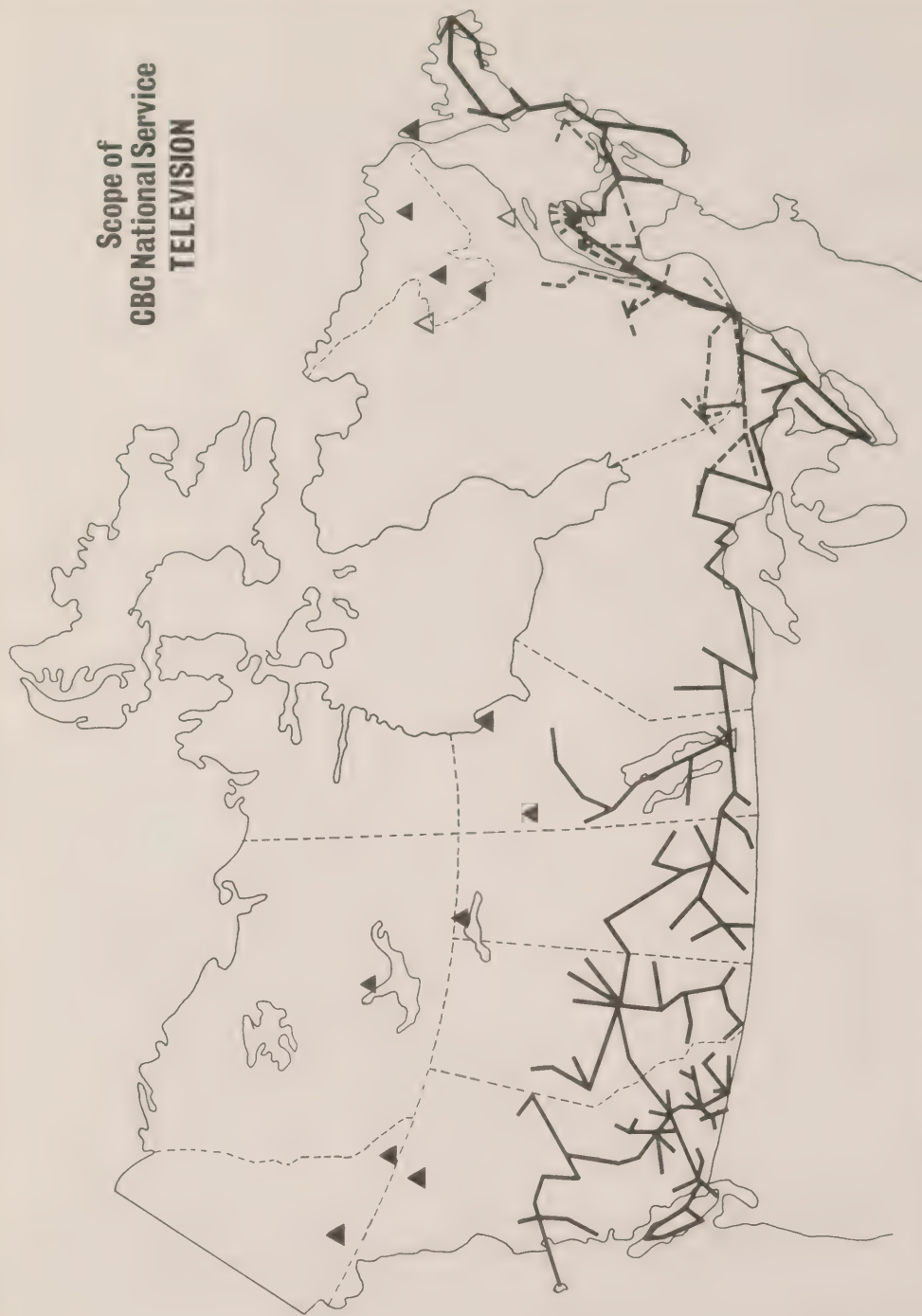
SIGNIFICANT STATISTICS AS AT MARCH 31ST

	<u>1969</u>	<u>1968</u>	<u>1967</u>	<u>1966</u>	<u>1965</u>
NATIONAL RADIO SERVICE					
PROGRAM COSTS	\$ 25,786,000	\$ 22,943,000	\$ 20,204,000	\$ 17,516,000	\$ 15,738,000
Programming hours	71,841	70,910	70,246	66,912	61,914
NETWORK DISTRIBUTION					
Miles of networks	\$ 3,219,000	\$ 2,837,000	\$ 2,664,000	\$ 2,542,000	\$ 2,367,000
	24,691	23,522	22,121	21,021	20,580
Stations on networks	344	316	286	256	247
STATION TRANSMISSION					
Station hours on air	\$ 2,850,000	\$ 2,618,000	\$ 2,053,000	\$ 1,835,000	\$ 1,728,000
	210,406	205,889	199,416	196,078	176,123
NET OPERATING REQUIREMENT					
Radio households	\$ 36,013,000	\$ 32,885,000	\$ 28,333,000	\$ 23,259,000	\$ 20,659,000
	5,326,000	5,208,000	5,071,000	4,942,000	4,828,000
NATIONAL TELEVISION SERVICE					
PROGRAM COSTS	\$ 98,388,000	\$ 96,496,000	\$ 77,798,000	\$ 68,141,000	\$ 63,881,000
Programming hours	27,919	26,767	25,897	25,107	24,317
NETWORK DISTRIBUTION					
Miles of networks	\$ 11,868,000	\$ 11,300,000	\$ 9,485,000	\$ 8,994,000	\$ 8,360,000
	10,740	9,970	9,928	8,871	8,865
Stations on networks	286	265	245	214	185
STATION TRANSMISSION					
Station hours on air	\$ 5,966,000	\$ 5,209,000	\$ 3,853,000	\$ 3,675,000	\$ 3,276,000
	80,600	75,456	71,798	68,063	62,008
NET OPERATING REQUIREMENT					
Television households	\$104,484,000	\$102,982,000	\$ 81,987,000	\$ 70,428,000	\$ 64,544,000
	5,250,000	5,105,000	4,953,000	4,777,000	4,589,000
INTERNATIONAL SERVICE					
	\$ 3,459,000	\$ 3,578,000	\$ 2,682,000	\$ 2,259,000	\$ 1,952,000
EMERGENCY BROADCASTING					
	\$ 418,000	\$ 948,000	\$ 870,000	\$ 799,000	\$ 786,000
REPAYMENT ON CAPITAL LOANS					
	\$ 3,955,000	\$ 2,890,000	\$ 1,371,000	\$ 712,000	\$ -0-
INCOME FROM PUBLIC FUNDS					
	\$148,329,000	\$143,283,000	\$115,243,000	\$ 97,457,000	\$ 87,941,000
GROSS REVENUES					
	\$ 41,536,000	\$ 40,000,000	\$ 36,039,000	\$ 34,223,000	\$ 33,665,000
GROSS EXPENDITURES					
	\$189,865,000	\$183,283,000	\$151,282,000	\$131,680,000	\$121,606,000

EXPLANATORY NOTES :

1. Programming hours include the hours of network programs and the total hours of non-network originated by individual stations.
2. Miles of networks comprise the wire lines and microwave connecting all the stations on the English and French networks.
3. The stations on networks include both CBC and privately-owned basic and auxiliary stations.
4. The station hours on air represent the broadcasting time of the Corporation's stations, excluding in the case of radio and television, stations of the Northern Service.

Scope of CBC National Service TELEVISION



- English Network Service
- ▲ English Non-Connected Service
- - - French Network Service
- △ French Non-Connected Service

ENGLISH NETWORK

Television Networks

CBC STATIONS

Station	Location	Channel	E.R.P. in Watts	
			Video	Audio
CBYT	Corner Brook, Nfld.	5	10,600	2,120
CBNT	St. John's, Nfld.	8	196,000	39,200
CFLA-TV	Goose Bay, Lab.	8	870	435
CBCT	Charlottetown, P.E.I.	13	38,600	19,300
CBHT	Halifax, N.S.	3	56,000	8,400
CBMT	Montreal, Que.	6	100,000	15,000
CBOT	Ottawa, Ont.	4	100,000	15,000
CBLT	Toronto, Ont.	6	99,500	9,950
CBWT	Winnipeg, Man.	6	100,000	12,000
CBXT	Edmonton, Alta.	5	318,000	34,300
CBUT	Vancouver, B.C.	2	47,600	7,600

TV NETWORK ENGLISH

PRIVATELY OWNED AFFILIATED STATIONS

Station	Location	Channel	E.R.P. in Watts	
			Video	Audio
CJCL-TV	Labrador City, Lab.	13	590	295
CJCB-TV	Sydney, N.S.	4	100,000	60,000
CKCW-TV	Moncton, N.B.	2	25,000	15,000
CHSJ-TV	Saint John, N.B.	4	100,000	14,400
CKMI-TV	Quebec City, Que.	5	13,850	6,777
CKVR-TV	Barrie, Ont.	3	100,000	12,500
CKWS-TV	Kingston, Ont.	11	130,000	78,000
CFPL-TV	London, Ont.	10	325,000	43,200
CFCH-TV	North Bay, Ont.	10	119,000	61,000
CHOV-TV	Pembroke, Ont.	5	19,100	9,500
CHEX-TV	Peterborough, Ont.	12	139,000	83,400
CKPR-TV	Port Arthur, Ont.	2	55,400	30,200
CJIC-TV	Sault Ste. Marie, Ont.	2	28,000	15,000
CKSO-TV	Sudbury, Ont.	5	100,000	14,400
CFCL-TV	Timmins, Ont.	6	100,000	50,000
CKLW-TV	Windsor, Ont.	9	178,000	35,600
CKNX-TV	Wingham, Ont.	8	90,000	55,000
CKX-TV	Brandon, Man.	5	54,000	27,000
CHGH-TV	Churchill, Man.	4	10	4.94
CKBI-TV	Prince Albert, Sask.	5	61,000	12,200
CKCK-TV	Regina, Sask.	2	100,000	53,500
CFQC-TV	Saskatoon, Sask.	8	180,000	27,000
CJFB-TV	Swift Current, Sask.	5	13,300	6,650
CKOS-TV	Yorkton, Sask.	3	15,000	2,600
CKSA-TV	Lloydminster, Sask.	2	116,000	23,200
CHCT-TV	Calgary, Alta.	2	100,000	50,000
CJLH-TV	Lethbridge, Alta.	7	96,100	19,200

PRIVATELY OWNED AFFILIATED STATIONS (Continued)

Station	Location	Channel	Video	Audio
CHAT-TV	Medecine Hat, Alta.	6	5,700	3,000
CKRD-TV	Red Deer, Alta.	6	13,200	6,600
CJDC-TV	Dawson Creek, B.C.	5	5,000	750
CFCR-TV	Kamloops, B.C.	4	3,700	1,850
CHBC-TV	Kelowna, B.C.	2	3,700	460
CKPG-TV	Prince George, B.C.	2	778	389
CFTK-TV	Terrace, B.C.	3	4,100	2,100
CHEK-TV	Victoria, B.C.	6	100,000	50,000

TV NETWORK ENGLISH

PRIVATELY OWNED AFFILIATED REBROADCASTING STATIONS

Station	Location	Channel	E.R.P. in Watts	Audio
			Video	
CJCB-TV-1	Inverness, N.S.	6	9,400	4,700
CJCB-TV-2	Antigonish, N.S.	9	73,000	37,000
CKCD-TV	Campbellton, N.B.	7	1,440	720
CKAM-TV	Upsalquitch Lake, N.B.	12	141,000	77,000
CKAM-TV-1	Newcastle, N.B.	7	5	2.5
CHSJ-TV-1	Bon Accord, N.B.	6	54,700	27,300
CKVR-TV-1	Parry Sound, Ont.	11	5	2.5
CKVR-TV-2	Huntsville, Ont.	8	115	49
CKVR-TV-3	Haliburton, Ont.	5	100	50
CFCH-TV-1	Temiscaming, Que.	3	5	2.5
CHEX-TV-1	Bancroft, Ont.	2	5	2.5
CHEX-TV-2	Minden, Ont.	10	5	2.5
CKSO-TV-1	Elliot Lake, Ont.	3	19,000	3,800
CFCL-TV-2	Kearns, Ont.	2	14,600	7,300
CFCL-TV-3	Kapuskasing, Ont.	3	73	37.5
CFCL-TV-4	Hearst, Ont.	4	98	49
CFCL-TV-5	Malartic, Que.	5	9,350	4,675
CFCL-TV-6	Chapleau, Ont.	7	101	20
CKX-TV-1	Foxwarren, Man.	11	6,640	3,480
CKX-TV-2	Melita, Man.	9	188	94
CKBI-TV-1	Alticane, Sask.	10	350	70
CKBI-TV-2	North Battleford, Sask.	7	315	157
CKBI-TV-3	Greenwater Lake, Sask.	4	3,000	1,600
CKBI-TV-4	Nipawin, Sask.	2	5	2.5
CKBI-TV-5	Big River, Sask.	9	5	2.5
CKCK-TV-1	Colgate, Sask.	12	15,000	7,500
CKCK-TV-2	Willow Bunch, Sask.	6	9,000	4,500
CKMJ-TV	Marquis, Sask.	7	55,400	27,700
CFQC-TV-1	Stranraer, Sask.	3	6,800	1,020
CJFB-TV-1	Eastend, Sask.	2	5	2.5
CJFB-TV-2	Val-Marie, Sask.	2	5	2.5
CJFB-TV-3	Riverhurst, Sask.	10	390	195
CBCP-TV-1	Shaunavon, Sask.	7	1,140	230
CFSS-TV	Carlyle Lake, Sask.	7	19,000	10,000
CHSS-TV	Wynyard, Sask.	6	11,000	1,800

PRIVATELY OWNED AFFILIATED REBROADCASTING STATIONS (Continued)

Station	Location	Channel	Video	Audio
CKSS-TV	Baldy Mountain, Man.	8	120,000	12,000
CHCT-TV-1	Drumheller, Alta.	8	5	2.5
CHCT-TV-2	Banff, Alta.	13	5	2.5
CJLH-TV-1	Coleman, Alta.	12	5	2.5
CJLH-TV-2	Brooks, Alta.	3	5	2.5
CJLH-TV-3	Burmis, Alta.	3	225	45
CKVS-TV-1	Moyie, B.C.	5	5	2.5
CKSA-TV-1	Meadow Lake, Sask.	12	5	2.5
CKSA-TV-2	Bonnyville, Alta.	9	20,750	4,150
CHAT-TV-1	Pivot, Alta.	4	2,750	1,370
CKRD-TV-1	Coronation, Alta.	10	12,400	6,200
CKRD-TV-2	Banff, Alta.	10	5	2.5
CJDC-TV-1	Hudson Hope, B.C.	11	5	2.5
CJDC-TV-2	Bullhead Mountain, B.C.	8	5	2.5
CFCR-TV-1	Lillooet, B.C.	11	5	2.5
CFCR-TV-2	Ashcroft, B.C.	10	5	2.5
CFCR-TV-3	Merritt, B.C.	10	5	2.5
CFCR-TV-4	Clinton, B.C.	9	204	102
CFCR-TV-5	Williams Lake, B.C.	8	5	2.5
CFCR-TV-6	Mt. Timothy, B.C.	5	980	490
CFCR-TV-7	Savona, B.C.	8	5	2.5
CFCR-TV-8	Adams Hill, B.C.	11	5	2.5
CFCR-TV-9	Boston Bar, B.C.	5	5	2.5
CFCR-TV-10	Clearwater, B.C.	2	5	2.5
CFCR-TV-11	Quesnel, B.C.	7	5	2.5
CFCR-TV-12	Promontory Mountain, B.C.	5	5	2.5
CFCR-TV-13	Avola, B.C.	3	5	2.5
CFCR-TV-14	Canoe Mountain, B.C.	8	5	2.5
CFCR-TV-15	Bralorne, B.C.	3	5	2.5
CFCR-TV-16	Boss Mountain, B.C.	7	5	2.5
CHBC-TV-1	Penticton, B.C.	13	300	38
CHBC-TV-2	Vernon, B.C.	7	310	39
CHBC-TV-3	Oliver, B.C.	8	100	14
CHBC-TV-4	Salmon Arm, B.C.	9	199	25
CHBC-TV-5	Enderby, B.C.	72 (UHF)	20	2.5
CHBC-TV-6	Celista, B.C.	6	5	2.5
CHBC-TV-7	Skaha Lake, B.C.	10	5	2.5
CHBC-TV-8	Canoe, B.C.	3	5	2.5
CKPG-TV-1	Hixon, B.C.	10	5	2.5
CKPG-TV-3	Fort Fraser, B.C.	6	5	2.5
CFTK-TV-1	Prince Rupert, B.C.	6	480	240
CFTK-TV-2	Smithers, B.C.	5	5	2.5
CFTK-TV-3	Burns Lake, B.C.	4	5	2.5
CFTK-TV-4	Kildala, B.C.	5	.12 trans. power	
CFTK-TV-5	Kemano, B.C.	2	5	2.5
CFTK-TV-6	Nass Camp, B.C.	5	.11 trans. power	
CFTK-TV-7	Juskatla, B.C.	2	.11 trans. power	
CFTK-TV-8	Mt. Parizeau, B.C.	5	5	2.5
CFTK-TV-9	Ocean Falls, B.C.	2	5	2.5
CKTK-TV-10	Houston, B.C.	2	5	2.5
CHQC-TV-1	Mt. Poole, B.C.	4	.56 trans. power	

TV NETWORK ENGLISH

NETWORK RELAY AND REBROADCASTING STATIONS - CBC

Station	Location	Channel	E.R.P. in Watts	
			Video	Audio
CBYAT	Deer Lake, Nfld.	12	246	123
CBNAT	Grand Falls, Nfld.	11	317,000	64,000
CBNT-1	Port Rexton, Nfld.	13	16,000	8,000
CBNT-2	Placentia, Nfld.	12	1,580	790
CBNT-3	Marystown, Nfld.	5	22,500	11,250
CBNT-4	St. Albans, Nfld.	9	5	2.5
CBYT-1	Stephenville, Nfld.	8	11,600	2,320
CBYBT	Port aux Basques, Nfld.	3	470	235
CBYBT-1	St. Andrews, Nfld.	6	515	52
CFRT-1	Ramea, Nfld.	13	5	2.5
CBTC-TV	Churchill Falls, Lab.(FCP)	9	5	2.5
CBTC-TV-1	St. Anthony, Nfld. (FCP)	12	5	2.5
CBCT-1	New Glasgow, N.S.	7	209	104
CBHT-1	Liverpool, N.S.	12	426	256
CBHT-2	Shelburne, N.S.	8	423	254
CBHT-3	Yarmouth, N.S.	11	15,700	3,300
CBHT-4	Sheet Harbour, N.S.	11	660	330
CBLAT	Geraldton, Ont.	8	22,000	4,400
CBLAT-1	Manitowadge, Ont.	13	22,000	4,400
CBLAT-2	White River, Ont.	12	384	77
CBLAT-3	Wawa, Ont.	9	16,000	3,200
CBLAT-4	Marathon, Ont.	11	7,660	1,532
CBWT-1	Fisher Branch, Man.	10	27,400	5,480
CBWT-2	Lac du Bonnet, Man.	4	9,700	1,900
CBWAT	Kenora, Ont.	8	9,300	5,500
CBWBT	Flin Flon, Man.	10	7,800	1,600
CBWBT-1	The Pas, Man.	7	260	130
CBWCT	Fort Frances, Ont.	5	20,200	10,100
CBWCT-1	Atikokan, Ont.	7	544	272
CBWDT	Dryden, Ont.	9	8,900	4,450
CBWDT-1	Sioux Lookout, Ont.	12	5	2.5
CBWET	Red Lake, Ont.	10	570	285
CBWHT	Grand Rapids, Man.	8	5	2.5
CBWTT	Thompson, Man.	8	5	2.5
CBTA-TV	Lynn Lake, Man. (FCP)	8	5	2.5
CBTA-TV-1	Uranium City, Sask. (FCP)	8	28	2.8
CBWKT	Snow Lake, Man.	8	5	2.5
CBXT-1	Athabaska, Alta.	8	25,700	12,800
CBXT-2	Whitcourt, Alta.	9	9,400	4,700
CBXT-3	Hinton, Alta.	8	350	175
CBXT-4	Jasper, Alta.	5	5	2.5
CBXT-5	Lac la Biche, Alta.	10	825	165
CBXAT	Grande Prairie, Alta.	10	36,000	18,000
CBXAT-1	Peace River, Alta.	7	720	360
CBXAT-2	High Prairie, Alta.	2	6,200	3,100
CBXAT-3	Manning, Alta.	12	1,770	177
CBUT-1	Courtenay, B.C.	9	625	332
CBUT-2	Chilliwack, B.C.	3	590	295
CBUT-3	Port Alberni, B.C.	4	5	2.5
CBUT-4	Bowen Island, B.C.	13	5	2.5

NETWORK RELAY AND REBROADCASTING STATIONS - CBC (Continued)

Station	Location	Channel	Video	Audio
CBUT-5	Squamish, B.C.	11	5	2.5
CBUT-6	Hope, B.C.	9	5	2.5
CBUT-7	Ucluelet, B.C.	7	5	2.5
CBUAT	Trail, B.C.	11	3,340	668
CBUAT-1	Nelson, B.C.	9	940	188
CBUAT-2	Castlegar, B.C.	3	5	2.5
CBUAT-3	Crawford Bay, B.C.	5	468	93
CBUAT-4	Creston, B.C.	3	5	2.5
CBUAT-5	Grand Forks, B.C.	5	5	2.5
CBUBT	Cranbrook, B.C.	10	1,100	505
CBUBT-1	Canal Flats, B.C.	12	288	57.6
CBTD-TV	Cassiar, B.C. (FCP)	7	5	2.5
CFYK-TV	Yellowknife, N.W.T. (FCP)	8	59.5	5.95
CBTE-TV-1	Watson Lake, Yukon (FCP)	8	35	3.5
CFWH-TV	Whitehorse, Yukon (FCP)	6	300	30

(FCP) Frontier Coverage Package.

TV NETWORK ENGLISH

INDEPENDENT REBROADCASTING STATIONS CARRYING CBC NETWORK SERVICE BUT NOT LICENSED TO AFFILIATED STATIONS

Station	Location	Channel	E.R.P. in Watts Video	Audio
CFGW-TV-1	Bechervaise Mountain, Que.	6	5	2.5
CFGW-TV-2	Mont-Blanc, Que.	8	1.5 trans. power	
CKMU-TV-1	Murdochville, Que.	3	5	2.5
CJWP-TV-1	Waterton Park, Alta.	12	5	2.5
CJNA-TV-1	Spence's Bridge, B.C.	3	1 trans. power	
CFWS-TV-1	Falkland, B.C.	5	5	2.5
CFWS-TV-2	Westwold, B.C.	12	5	2.5
CKMY-TV-1	Midway, B.C.	7	.14 trans. power	
CHPP-TV-1	Mabel Lake, B.C.	8	5	2.5
CFEN-TV-1	Enderby, B.C.	5	5	2.5
CHKC-TV-1	Keremeos, B.C.	5	5	2.5
CHKC-TV-2	Olalla, B.C.	11	5	2.5
CHKC-TV-3	Cawston, B.C.	3	5	2.5
CHID-TV-1	Lumby, B.C.	5	5	2.5
CJWR-TV-1	Cherryville, B.C.	10	5	2.5
CFFI-TV-1	Malakwa, B.C.	5	5	2.5
CJNP-TV-1	Nakusp, B.C.	2	3.3 trans. power	
CHPT-TV-1	Peachland, B.C.	3	5	2.5
CHGP-TV-1	Princeton, B.C.	5	5	2.5
CFZQ-TV-1	Revelstoke, B.C.	9	.25 trans. power	
CFZQ-TV-2	Mica Creek, B.C.	5	5	2.5
CFZQ-TV-3	Potlatch Creek, B.C.	12	1 trans. power	
CKCQ-TV-1	Quesnel, B.C.	13	5	2.5
CFKB-TV-1	Newcastle Ridge, B.C.	7	5	2.5
CFKB-TV-2	Kokish, B.C.	9	5	2.5
CFKB-TV-3	Port Hardy, B.C.	3	5	2.5
CFKB-TV-4	Sointula, B.C.	5	5	2.5
CFNV-TV-1	Camp Woss, B.C.	3	5	2.5
CFNV-TV-2	Nimkish, B.C.	6	5	2.5
CKPA-TV-1	Port Alice, B.C.	2	.14 trans. power	

FRENCH NETWORK

CBC STATIONS

Station	Location	Channel	E.R.P. in Watts	
			Video	Audio
CBAFT	Moncton, N.B.	11	163,000	33,000
CBFT	Montréal, Que.	2	100,000	10,000
CBVT	Quebec City, Que.	11	173,000	34,600
CBOFT	Ottawa, Ont.	9	128,000	25,600
CBWFT	Winnipeg, Man.	3	59,000	7,370

TV NETWORK FRENCH

NETWORK RELAY AND REBROADCASTING STATIONS - CBC

Station	Location	Channel	E.R.P. in Watts	
			Video	Audio
CBFCT	Chéticamp, N.S.	10	7,900	4,000
CBFCT-1	Magdalen Islands, Que.	12	1,480	740
CBVT-1	St-Georges-de-Beauce, Que.	2	5	2.5
CBFT-1	Mont-Tremblant, Que.	11	600	300
CBFT-2	Mont-Laurier, Que.	3	5,540	2,800
CBTB-TV	Havre-St-Pierre, Que.(FCP)	12	5	2.5
CBFOT	Timmins, Ont.	9	16,000	8,000
CBFOT-1	Kapuskasing, Ont.	12	17,400	8,700
CBFOT-2	Hearst, Ont.	7	8,400	4,200
CBFST	Sturgeon Falls, Ont.	7	9,750	5,270
CBFST-1	Sudbury, Ont.	13	8,600	4,300
CBFST-2	Temiscaming, Que.	12	7,080	3,540
CBFST-3	Elliot Lake, Ont.	12	18,600	3,720

TV NETWORK FRENCH

PRIVATELY OWNED AFFILIATED STATIONS

Station	Location	Channel	E.R.P. in Watts	
			Video	Audio
CHAU-TV	Carleton, Que.	5	52,500	26,250
CKRS-TV	Jonquière, Que.	12	20,000	10,000
CKBL-TV	Matane, Que.	9	153,000	30,600
CJBR-TV	Rimouski, Que.	3	49,300	28,000
CKRT-TV	Rivière-du-Loup, Que.	7	49,000	24,500
CKRN-TV	Rouyn, Que.	4	115,000	57,500
CFKL-TV	Schefferville, Que.	11	426	213
CHLT-TV	Sherbrooke, Que.	7	170,000	100,000
CKTM-TV	Trois-Rivières, Que.	13	162,500	32,500

TV NETWORK FRENCH

PRIVATELY OWNED AFFILIATED REBROADCASTING STATIONS

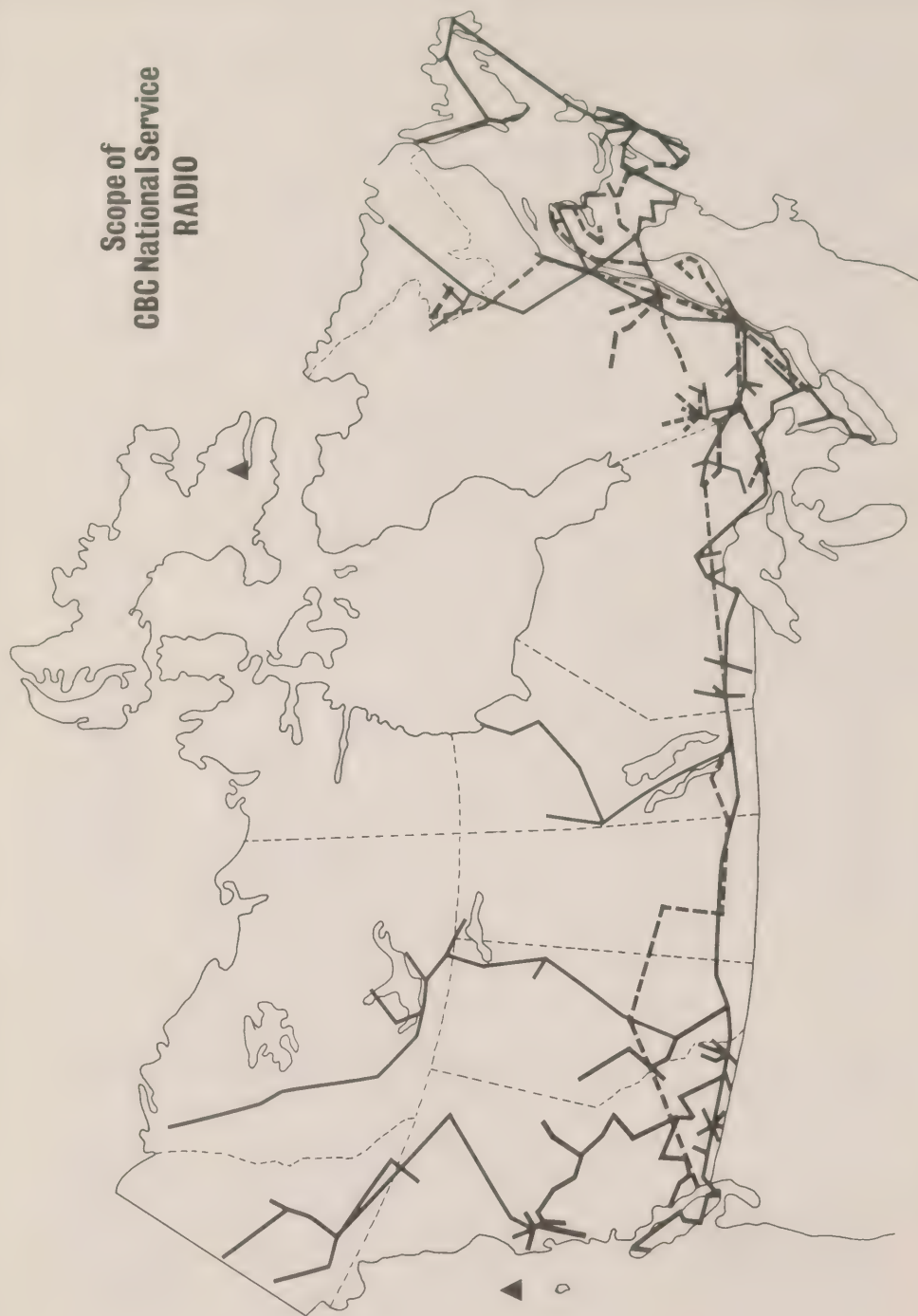
Station	Location	Channel	E.R.P. in Watts	
			Video	Audio
CHAU-TV-1	Ste-Marguerite-Marie, Que.	2	219	109
CHAU-TV-2	Saint-Quentin, N.B.	10	5	2.5
CHAU-TV-3	Port-Daniel, Que.	10	5	2.5
CHAU-TV-4	Chandler, Que.	7	5	2.5
CHAU-TV-5	Percé, Que.	2	465	233
CHAU-TV-6	Gaspé, Que.	10	5	2.5
CHAU-TV-7	Rivière-au-Renard, Que.	7	97.5	48.8
CHAU-TV-8	Cloridorme, Que.	6	5	2.5
CHAU-TV-9	L'Anse-à-Valleau, Que.	7	5	2.5
CKRS-TV-1	Port-Alfred, Que.	9	19	2.85
CKRS-TV-2	Chicoutimi, Que.	2	40	6
CKRS-TV-3	Roberval, Que.	8	2,360	354
CKBL-TV-1	Mont-Climont, Que.	11	343	172
CKBL-TV-2	Murdochville, Que.	6	5	2.5
CKBL-TV-3	Grande-Vallee, Que.	11	5	2.5
CKBL-TV-4	Mont-Louis, Que.	2	5	2.5
CKBL-TV-5	Causapscal, Que.	6	5	2.5
CKBL-TV-6	Matane, Que.	6	422	84
CJBR-TV-1	Edmundston, N.B.	13	1,430	714
CKRT-TV-1	Baie-Saint-Paul, Que.	2	5	2.5
CKRT-TV-2	Ste-Rose-du-Déglé, Que.	2	5	2.5
CKRT-TV-3	Saint-Patrice, Que.	13	5	2.5
CKRT-TV-4	Cabano, Que.	5	5	2.5
CKRN-TV-1	Senneterre, Que.	7	5	2.5
CKRN-TV-2	Val-d'Or, Que.	8	5	2.5
CKRN-TV-3	Ville-Marie, Que.	6	5	2.5
CKRN-TV-4	Matagami, Que.	7	5	2.5

TV NETWORK FRENCH

INDEPENDENT REBROADCASTING STATIONS CARRYING CBC NETWORK SERVICE BUT NOT LICENSED TO AFFILIATED STATIONS

Station	Location	Channel	E.R.P. in Watts	
			Video	Audio
CKHQ-TV-1	Manicouagan 5, Que.	10	55	27.4
CKHQ-TV-5	Mont-Georges, Que.	13	5	2.5
CKHQ-TV-2	Outardes 4, Que.	12	5	2.5
CKHQ-TV-3	Micoua, Que.	6	5	2.5
CKHQ-TV-4	Outardes 3, Que.	7	5	2.5

**Scope of
CBC National Service
RADIO**



- English Network Service
- ▲ English Non-Connected Service
- - - French Network Service

RADIO NETWORK FRENCH

CBC FRENCH RADIO NETWORK STATIONS

Call Sign	Location	Frequency (Kc/s)	Operating Power (Watts)
CJEM	Edmundston, N.B.	570	5,000 D 1,000 N DA-N
* CBAF	Moncton, N.B.	1,300	5,000 DA-1
* CBJ	Chicoutimi, Que.	1,580	10,000 DA-1
CHVD	Dolbeau, Que.	1,230	1,000 D 250 N
CFLM	La Tuque, Que.	1,240	1,000 D 250 N
CKBL	Matane, Que.	1,250	10,000 D 5,000 N DA-N
CKGN	Ste-Anne-des-Monts, Que.	1,340	1,000 D 250 N
CKML	Mont-Laurier, Que.	610	1,000 DA-N
* CBF	Montréal, Que.	690	50,000
* CBF-FM	Montréal, Que.	95.1	24,600
CHNC	New Carlisle, Que.	610	10,000 D 5,000 N DA-1
* CBV	Québec City, Que.	980	5,000 DA-1
CJBR	Rimouski, Que.	900	10,000 DA-N
CJBM	Causapscal, Que. (Relay)	1,450	1,000 D 250 N
CJFP	Rivière-du-Loup, Que.	1,400	10,000 D 250 N
CJAF	Cabano, Que. (Relay)	1,240	250
CHRT	St-Eleuthère, Que.	1,450	250
CHRL	Roberval, Que.	910	1,000 DA-N
CKRN	Rouyn, Que.	1,400	250
CKVD	Val-d'Or, Que.	900	10,000 D 2,500 N DA-1
CHAD	Amos, Que.	1,340	250
CKLS	La Sarre, Que.	1,240	250
CKCN	Sept-Iles, Que.	560	10,000 D 5,000 N
CHLT	Sherbrooke, Que.	630	10,000 D 5,000 N DA-2
CKLD	Thetford Mines, Que.	1,230	1,000 D
CKFL	Lac-Mégantic, Que.	1,340	1,000 D 250 N DA-D
CHLN	Trois-Rivières, Que.	550	10,000 D 5,000 N DA-2
CKVM	Ville-Marie, Que	710	10,000 D 1,000 N DA-N
CHGB	Ville-de-la-Pocatière, Que.	1,310	5,000 DA-N
CKRB	Ville-Saint-Georges-est, Que.	1,460	10,000 D 5,000 N DA-N
* CBOF	Ottawa, Ont.	1,250	10,000 DA-1
CFBR	Sudbury, Ont.	550	1,000 D
CFCL	Timmins, Ont.	620	10,000 D 5,000 N DA-2
CFLH	Hearst, Ont.	1,340	100
CFLK	Kapuskasing, Ont.	1,230	100

CBC FRENCH RADIO NETWORK STATIONS (Continued)

Call Sign	Location	(Kc/s)	(Watts)
* CJBC	Toronto, Ont.	860	50,000
CKSB	St-Boniface, Man.	1,050	10,000 DA-N
CFRG	Gravelbourg, Sask.	710	5,000 D
CFGR	Gravelbourg, Sask.	1,230	250 N
CFNS	Saskatoon, Sask.	1,170	1,000 DA-1
CHFA	Edmonton, Alta.	680	5,000 DA01
*±CBUF-FM	Vancouver, B.C.	97.7	50,000

CBC stations denoted by *. Others are affiliates.

± (Note : This is an FM station, but carries AM service only)

RADIO NETWORK FRENCH

CBC-OWNED FRENCH RADIO NETWORK LOW POWER RELAY TRANSMITTERS

Call Sign	Location	Frequency (Kc/s)	Operating Power (Watts)
CBDZ	Churchill Falls, Lab.	740	40
CBDP	Labrador City, Lab.	1,240	40
CBAE	Digby, N.S.	990	40
CBAH	Meteghan, N.S.	580	40
CBAS	Quinan, N.S.	600	40
CBAA	Wedgeport, N.S.	990	40
CBAG	Weymouth, N.S.	1,550	40
CBAJ	Yarmouth, N.S.	1,320	40
CBAK	Kedgwick, N.B.	990	40
CBAI	Minto, N.B.	1,320	40
± CBHM-FM	Richibucto, N.B.	98.5	58.5
CBAQ	Rogersville, N.B.	1,530	40
CBAL	St. Quentin, N.B.	1,230	40
CBFA	Chapais, Que.	1,140	40
CBFF	Chibougamau, Que.	540	40
CBFJ	Gagnon, Que.	1,140	40
CBFG	Gaspé, Que.	1,380	40
CBFH	Grande-Vallée, Que.	1,340	40
± CBFL-FM	Maniwaki, Que.	98.9	58.5
CBFR	Matagami, Que.	1,140	40
CBFB	Mégantic, Que.	990	40
CBFI	Mont-Brun, Que.	990	40
CBFK	Murdochville, Que.	590	40
CBFP	Parent, Que.	1,240	40
CBFE	Rivière-au-Renard, Que.	1,550	40
CBDR	Schefferville, Que.	1,230	250
CBFC	Senneterre, Que.	540	40
CBFD	St-Fabien-de-Panet, Que.	1,140	40
CBEJ	Blind River, Ont.	1,010	40
CBEI	Bonfield, Ont.	990	40
CBER	Chapleau, Ont.	1,340	40
CBEG	Elliot Lake, Ont.	1,340	40
CBEM	Espanola, Ont.	990	40

LOW POWER RELAY TRANSMITTERS (Continued)

Call Sign	Location	(Kc/s)	(Watts)
CBLX	Hearst, Ont.	1,110	40
CBLK	Kirkland Lake, Ont.	1,090	40
CBEK	Petawawa, Ont.	1,240	40
CBLU	Smooth Rock Falls, Ont.	540	40
CBEE	Sturgeon Falls, Ont.	1,400	40
CBXF	Ste-Rose-du-Lac, Man.	860	40
CBKB	St-Lazare, Man.	860	40

± (Note : This is an FM LPRT, but carries AM service)

RADIO NETWORK ENGLISH

CBC ENGLISH RADIO NETWORK STATIONS

Call Sign	Location	Frequency (Kc/s)	Operating Power (Watts)
* CFGB	Happy Valley, Lab.	1,340	1,000
* CBY	Corner Brook, Nfld.	990	10,000
* CBG	Gander, Nfld.	1,450	250
* CBT	Grand Falls, Nfld.	540	10,000
* CBN	St. John's, Nfld.	640	10,000
CFCY	Charlottetown, P.E.I.	630	10,000 DA-2
CJFX	Antigonish, N.S.	580	10,000 DA-1
CKBW	Bridgewater, N.S.	1,000	10,000 DA-N
* CBH	Halifax, N.S.	860	10,000 DA-N
* CBA	Sackville, N.B.	1,070	50,000
CKEC	New Glasgow, N.S.	1,320	5,000 DA-N
* CBI	Sydney, N.S.	1,140	10,000 DA-N
CKCL	Truro, N.S.	600	1,000 DA-1
CJLS	Yarmouth, N.S.	1,340	250
CKBC	Bathurst, N.B.	1,360	10,000 DA-N
CKNB	Campbellton, N.S.	950	10,000 D DA-2
			1,000 N
* CBZ	Fredericton, N.B.	970	10,000 DA-N
* CBD	Saint John, N.B.	1,110	10,000 DA-2
CKMR	Newcastle, N.B.	790	1,000 DA-1
CJCJ	Woodstock, N.B.	920	1,000 DA-1
* CBM	Montréal, Que	940	50,000
* CBM-FM	Montréal, Que.	100.7	24,600
CKTS	Sherbrooke, Que.	900	10,000 DA-2
CFOM	Ville-Vanier, Que.	1,350	1,000 DA-1
CJBQ	Belleville, Ont.	800	1,000 DA-1
CJNR	Blind River, Ont.	730	1,000 DA-N
CKNR	Elliot Lake, Ont.	1,340	250
CFJR	Brockville, Ont.	1,450	1,000 DA-D
			250 N
CFOB	Fort Frances, Ont.	800	1,000 D
CKAR	Huntsville, Ont.	630	1,000 DA-N
CKAR-1	Parry Sound, Ont. (Relay)	1,340	250
CJRL	Kenora, Ont.	1,220	1,000
CKWS	Kingston, Ont.	960	10,000 D DA-2
			5,000 N
CJKL	Kirkland Lake, Ont.	560	5,000 DA-N
CJTT	New Liskeard, Ont.	1,230	1,000 D
			250 N
CKLY	Lindsay, Ont.	910	1,000 DA-1
CFPL	London, Ont.	980	10,000 D DA-2
			5,000 N
CFCH	North Bay, Ont.	600	10,000 D DA-2
			5,000 N
* CBO	Ottawa, Ont.	910	5,000 DA-1
* CBO-FM	Ottawa, Ont.	103.3	70,000
CFOS	Owen Sound, Ont.	560	1,000 DA-2
CHOV	Pembroke, Ont.	1,350	1,000 DA-1
CHEX	Peterborough, Ont.	980	10,000 D DA-2
			5,000 N

CBC ENGLISH RADIO NETWORK STATIONS (Continued)

Call Sign	Location	(Kc/s)	(Watts)
CFPA	Port Arthur, Ont.	1,230	1,000 D
CHOK	Sarnia, Ont.	1,070	10,000 DA-2
CJIC	Sault Ste. Marie, Ont.	1,050	10,000 D DA-N 2,500 N
CJWA	Wawa, Ont.	1,240	1,000 D 250 N
CJET	Smith Falls, Ont.	630	10,000 DA-2
CJCS	Stratford, Ont.	1,240	500 D 250 N
CKSO	Sudbury, Ont.	790	10,000 D DA-2 5,000 N
CKGB	Timmins, Ont.	680	10,000 DA-2
* CBL	Toronto, Ont.	740	50,000
* CBL-FM	Toronto, Ont.	94.1	11,900
* CBE	Windsor, Ont.	1,550	10,000 DA-1
CKX	Brandon, Man.	1,150	10,000 D 1,000 N
* CHFC	Churchill, Man.	1,230	250
CFAR	Flin Flon, Man.	590	10,000 D DA-D
CHTM	Thompson, Man.	610	1,000
* CBW	Winnipeg, Man.	990	50,000
* CBW-FM	Winnipeg, Man.	98.3	354,000
* CBK	Regina, Sask.	540	50,000
* CBR	Calgary, Alta.	1,010	50,000 DA-2
* CBX	Edmonton, Alta.	740	50,000 DA-2
CFGP	Grande-Prairie, Alta.	1,050	10,000 DA-1
CJOC	Lethbridge, Alta.	1,220	10,000 D
CHAT	Medecine Hat, Alta.	1,270	10,000 DA-N
CHWK	Chilliwack, B.C.	1,270	10,000 DA-N
CFCP	Courtenay, B.C.	1,440	1,000 DA-N
CFWB	Campbell River, B.C.	1,490	1,000 D 250 N
CKAY	Duncan, B.C.	1,500	1,000 DA-1
CFJC	Kamloops, B.C.	910	10,000 D 1,000 N
CKOV	Kelowna, B.C.	630	5,000 D 1,000 N
CKKC	Nelson, B.C.	1,390	1,000 DA-1
CFKC	Creston, B.C.	1,340	250
CKOK	Penticton, B.C.	800	10,000 D 500 N
CKDO	Osoyoos, B.C.	1,240	1,000 D 250 N
CJAV	Port Alberni, B.C.	1,240	1,000 D 250 N
CHQB	Powell River, B.C.	1,280	1,000 DA-1
CKPG	Prince George, B.C.	550	10,000 DA-N
* CFPR	Prince Rupert, B.C.	860	10,000 DA-1
CFTK	Terrace, B.C.	590	1,000 DA-1
CKTK	Kitimat, B.C.	1,230	1,000 D 250 N
CJAT	Trail, B.C.	610	1,000
* CBU	Vancouver, B.C.	690	10,000 DA-1
* CBU-FM	Vancouver, B.C.	105.7	100,000

CBC ENGLISH RADIO NETWORK STATIONS (Continued)

Call Sign	Location	(Kc/s)	(Watts)
CJIB	Vernon, B.C.	940	10,000 D
CJVI	Victoria, B.C.	900	10,000 DA-1
* CFFB	Frobisher Bay, N.W.T.	1,200	40
* CHAK	Inuvik, N.W.T.	860	1,000
* CFYK	Yellowknife, N.W.T.	1,340	1,000
* CFWH	Whitehorse, Yukon	570	1,000

CBC stations denoted by *. Others are affiliates.

RADIO NETWORK ENGLISH

CBC-OWNED ENGLISH RADIO NETWORK LOW POWER RELAY TRANSMITTERS

Call Sign	Location	Frequency (Kc/s)	Operating Power (Watts)
CBQA	Churchill Falls, Lab.	610	40
CBNI	Cow Head Harbour, Nfld.	600	40
CBND	Flowers Cove, Nfld.	790	40
CBNG	Glovertown, Nfld.	1,090	40
CBNE	Port aux Basques, Nfld.	1,370	40
CBNJ	Port Saunders, Nfld.	740	40
CBNH	Searston, Nfld.	1,340	40
CBNC	Stephenville, Nfld.	1,190	40
CBNB	St. Fintans, Nfld.	740	40
CBDQ	Wabush, Nfld.	1,400	40
CBNF	Woody Point, Nfld.	740	40
CBAC	Barrington, N.S.	540	40
CBAR	Canso, N.S.	1,190	40
CBAU	Larry's River, N.S.	1,370	40
CBAV	Sable River, N.S.	1,240	40
CBAZ	Sheet Harbour, N.S.	1,230	40
CBAP	Shelburne, N.S.	1,140	40
CBAN	Andover, N.B.	1,140	40
CBAM	Edmundston, N.B.	1,490	40
CBAB	Grand Falls, N.B.	1,350	40
CBAD	Plaster Rock, N.B.	990	40
CBAW	St. George, N.B.	740	40
CBAO	St. Stephen, N.B.	990	40
CBMI	Baie-Comeau, Que.	1,140	40
CBMG	Gagnon, Que.	1,400	40
CBMH	Gaspé, Que.	1,230	40
CBME	La Tuque, Que.	1,140	40
CBMN	Malartic, Que.	1,230	40
CBMJ	Murdochville, Que.	1,400	40
CBMA	Noranda, Que.	1,450	40
CBMB	Port-Cartier, Que.	990	40
CBDN	Schefferville, Que.	570	40
CBMM	Senneterre, Que.	710	40
CBMC	Sept-Iles, Que.	1,190	40

LOW POWER RELAY TRANSMITTERS (Continued)

Call Sign	Location	(Kc/s)	(Watts)
CBML	Val-d'Or, Que.	570	40
CBLA	Atikokan, Ont.	1,490	40
CBLV	Bancroft, Ont.	600	40
CBEQ	Barry's Bay, Ont.	1,340	40
CBLE	Beardmore, Ont.	1,240	20
CBEZ	Britt, Ont.	1,240	40
CBLC	Chapleau, Ont.	1,090	40
CBLI	Deep River, Ont.	540	40
CBLD	Dryden, Ont.	1,010	40
CBEC	Elliot Lake, Ont.	1,090	40
CBLP	Espanola, Ont.	1,240	40
CBLF	Foleyet, Ont.	1,450	40
CBEW	Fraserdale, Ont.	1,400	40
CBLG	Geraldton, Ont.	730	20
CBLY	Haliburton, Ont.	1,400	40
CBLZ	Hearst, Ont.	1,400	40
CBLH	Hornepayne, Ont.	1,340	40
CBES	Ignace, Ont.	690	40
CBOK	Kapuskasing, Ont.	1,090	40
CBLQ	Latchford, Ont.	1,450	40
CBLL	Longlac, Ont.	1,400	20
CBEB	Manitouwadge, Ont.	1,010	40
CBLO	Mattawa, Ont.	1,240	40
CBLM	Marathon, Ont.	1,090	40
CBOD	Maynooth, Ont.	1,230	40
CBEN	<i>CBEM?</i> Mindemoya, Ont.	540	40
CBEY	Moosonee, Ont.	1,340	40
CBLN	Nakina, Ont.	1,240	40
CBEA	Red Lake, Ont.	1,010	40
CBLR	Red Rock, Ont.	1,010	20
CBLB	Schreiber, Ont.	1,340	40
CBLS	Sioux Lookout, Ont.	1,240	40
CBED	Spanish, Ont.	1,400	40
CBEH	Terrace Bay, Ont.	1,010	40
CBEU	Timagami, Ont.	1,340	40
CBEL	Vermillion Bay, Ont.	1,510	40
CBLJ	Wawa, Ont.	540	20
CBLW	White River, Ont.	1,010	40
CBWG	Gillam, Man.	1,400	40
CBDU	Lynn Lake, Man.	860	40
CBDS	Pukatawagan, Man.	690	40
CBDH	Uranium City, Sask.	880	40
CBXB	Banff, Alta.	860	40
CBXL	Blairmore, Alta.	860	40
CBXC	Coleman, Alta.	1,450	40
CBXD	Edson, Alta.	1,340	40
CBKE	Fort Chipewyan, Alta.	1,450	40
CBXI	Hinton, Alta.	1,450	40
CBXJ	Jasper, Alta.	860	40
CBKF	Waterways, Alta.	1,450	40

LOW POWER RELAY TRANSMITTERS (Continued)

Call Sign	Location	(Kc/s)	(Watts)
CBRY	Alert Bay, B.C.	1,340	40
CBRT	Ashcroft, B.C.	860	20
CBRZ	Bralorne, B.C.	630	40
CBRB	Burns Lake, B.C.	1,170	40
CBDG	Cassiar, B.C.	1,340	40
CBUD	Castlegar, B.C.	1,080	20
CBUH	Chase, B.C.	860	40
CBUZ	Chetwynd, B.C.	1,170	40
CBRI	Christina Lake, B.C.	1,080	40
CBUU	Clinton, B.C.	1,070	40
CBXH	Cooper Creek, B.C.	1,450	40
CBRR	Cranbrook, B.C.	860	20
CBRM	Creston, B.C.	740	20
CBRF	Fernie, B.C.	730	40
CBRD	Field, B.C.	860	20
CBDA	Fort Nelson, B.C.	1,240	40
CBUV	Fort St. James, B.C.	1,070	40
CBUW	Fort St. John, B.C.	1,170	40
CBXR	Fraser Lake, B.C.	940	40
CBXE	Golden, B.C.	1,240	40
CBRJ	Grand Forks, B.C.	860	20
CBRO	Greenwood, B.C.	740	40
CBUE	Hope, B.C.	860	20
CBUR	Houston, B.C.	1,340	40
CBXU	Hudson Hope, B.C.	940	40
CBUS	100 Mile House, B.C.	990	40
CBUG	Kaslo, B.C.	860	20
CBRK	Kimberley, B.C.	900	20
CBUK	Kitimat, B.C.	740	40
CBUY	Lac la Hache, B.C.	1,340	40
CBUQ	Lake Windermere, B.C.	860	40
CBUL	Lillooet, B.C.	860	40
CBRE	Lytton, B.C.	1,080	20
CBXM	McBride, B.C.	860	20
CBXA	Mica Dam, B.C.	1,150	40
CBXS	Midway, B.C.	1,150	40
CBUP	Merritt, B.C.	860	40
CBUM	Nakusp, B.C.	900	40
CBXN	Natal, B.C.	1,490	20
CBUI	New Denver, B.C.	740	40
CBRH	New Hazelton, B.C.	1,170	40
CBRN	North Bend, B.C.	740	40
CBXO	Ocean Falls, B.C.	1,340	40
CBUA	Oliver, B.C.	730	20
CBUB	Osoyoos, B.C.	900	20
CBXK	Pemberton, B.C.	1,150	40
CBXV	Portage Mountain, B.C.	1,070	40
CBUX	Port Alice, B.C.	1,170	40
CBRW	Port Hardy, B.C.	630	40
CBRG	Prince George, B.C.	630	40
CBRP	Princeton, B.C.	860	40
CBUO	Procter, B.C.	900	40
CBRQ	Quesnel, B.C.	740	40
CBRA	Revelstoke, B.C.	860	20

LOW POWER RELAY TRANSMITTERS (Continued)

Call Sign	Location	(Kc/s)	(Watts)
CBUN	Salmo, B.C.	740	40
CBUB	Salmon Arm, B.C.	860	40
CBUJ	Slocan City, B.C.	860	40
CBRS	Smithers, B.C.	740	40
CBRU	Squamish, B.C.	1,350	40
CBXP	Tahsis, B.C.	1,350	40
CBRC	Terrace, B.C.	1,170	40
CBXQ	Ucluelet, B.C.	540	40
CBRV	Vanderhoof, B.C.	1,170	40
CBRL	Williams Lake, B.C.	860	20
CBQE	Fort Good Hope, N.W.T.	920	40
CBQC	Fort Providence, N.W.T.	1,230	40
CBDO	Fort Simpson, N.W.T.	690	40
CBDI	Fort Smith, N.W.T.	860	40
CBDJ	Hay River, N.W.T.	1,490	40
CBDV	Pine Point, N.W.T.	880	40
CBDW	Norman Wells, N.W.T.	990	40
CBDM	Beaver Creek, Yukon	690	40
CBQF	Carmacks, Yukon	990	40
CBDY	Clinton Creek, Yukon	990	40
CBDE	Dawson, Yukon	560	40
CBDL	Destruction Bay, Yukon	940	40
CBDD	Elsa, Yukon	560	40
CBDF	Haines Junction, Yukon.	860	40
CBDC	Mayo, Yukon	1,230	40
CBDX	Swift River, Yukon	970	40
CBDK	Teslin, Yukon	940	40
CBDB	Watson Lake, Yukon	990	40

TABLE 35 : NORTHERN SERVICE FRONTIER TELEVISION STATIONS

WHITEHORSE - CFWH - TV	YELLOWKNIFE - CFYK - TV
URANIUM CITY - CBTA - TV - 1	
WATSON LAKE - CBTE - TV - 1	CASSIAR - CBTD - TV

Planned future installations : -

INUVIK - CHAK - TV
 FORT NELSON - CBTD - TV - 1
 PINE POINT - CBTE - TV
 CLINTON CREEK - CBTE - TV - 2
 DAWSON CITY - CBTE - TV - 3
 FORT SMITH - CBTE - TV - 4
 ELSA - CBTE - TV - 5

TABLE 36 : NORTHERN SERVICE RADIO STATIONS

CFFB FROBISHER BAY, N.W.T.* (1200 kHz/40 W increasing to 250 W, Summer of 1969)	CHFC CHURCHILL, MANITOBA (1230 kHz/250 W)
CHAK INUVIK, N.W.T. (860 kHz/1000 W)	
CFWH WHITEHORSE, Y.T. (570 kHz/1000 W)	CFYK YELLOWKNIFE, N.W.T. (1340 kHz/1000 W)
CFGB HAPPY VALLEY, LABRADOR (1340 kHz/1000 W)	

* No CBC Network connection, news received via shortwave, network programs on tape recordings.

TABLE 37 : NORTHERN SERVICE LOW-POWER RELAY TRANSMITTER STATIONS

CFWH is the program centre
for the Yukon LPRT** Network :

Carmacks (990 kHz/40 W)
Mayo (1230 kHz/40 W)
Elsa (560 kHz/40 W)
Dawson (560 kHz/30 W)
Clinton Creek (990 kHz/40 W)
Teslin (940 kHz/40 W)
Swift River (970 kHz/40 W)
Watson Lake (990 kHz/40 W)
Cassiar (1340 kHz/40 W)
Haines Junction (860 kHz/40 W)
Destruction Bay (940 kHz/40 W)
Beaver Creek (690 kHz/40 W)

Pacific Network

Fort Nelson (1240 kHz/40 W)

CFYK is the program centre for
the Mackenzie LPRT** Network :

Hay River (1490 kHz/40 W)
Pine Point (880 kHz/40 W)
Fort Smith (860 kHz/40 W)
Uranium City (880 kHz/40 W)
Fort Chipewyan (1450 kHz/40 W)
Fort Providence (1230 kHz/40 W)
Fort Simpson (690 kHz/40 W)
Norman Wells (990 kHz/40 W)
Fort Good Hope (920 kHz/40 W)

Future planned installations :-

Fort Resolution (1150 kHz/40 W)
Wrigley (1280 kHz/40W)
Fort Norman (920 kHz/40 W)

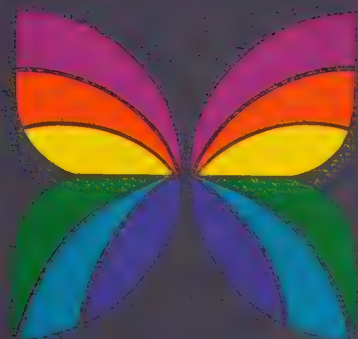
CFGB is the program centre
for the Ungava LPRT** Network :

Labador City	(French : 1240 kHz/40 W)
Wabush	(English : 1400 kHz/40 W)
Schefferville	(French : 1230 kHz/250 W)
	(English : 570 kHz/40 W)
Churchill Falls	(French : 740 kHz/40 W)
	(English : 610 kHz/40 W)



LACKING: 1969/70

9
3
4/71
AI BC
-A55



CBC
SOCIÉTÉ
RADIO-CANADA
1970-1971



The annual report of the
Canadian Broadcasting
Corporation for the fiscal year
1970-71, published in accordance
with the provisions of Part III,
Section 47, of the Broadcasting Act.

Le rapport annuel de la Société
Radio-Canada pour l'année
financière 1970-71 est publié
conformément aux dispositions
de l'article 47, Partie III, de la
Loi sur la radiodiffusion.

1970-1971

DIRECTORS OF THE CORPORATION

George F. Davidson, Ottawa (President)
Jacques Archambault, Québec, Qué.
Jean-Claude Delorme, Beaconsfield, Qué.
Gordon F. Denning, St. Thomas, Ont.
Mrs. Beatrice R. Hayes, Montréal, Qué.
James S. Hinds, Sudbury, Ont.
*Mrs. Denise Lacroix, Trois-Rivières, Qué.
Michael Lypka, Hamilton, Ont.
*Norman L. McCowan, Hay River, N.W.T.
Yves J. Ménard, Westmount, Qué.
James S. Palmer, Calgary, Alta.
*Irving C. Pink, Yarmouth, N.S.
*Rolland A. Pinsonneault, Gravelbourg, Sask.
Mrs. Olga Riisma, Toronto, Ont.
Richard B. Wilson, Victoria, B.C.

EXECUTIVE COMMITTEE

George F. Davidson, Chairman
Jean-Claude Delorme
Yves J. Ménard
*Irving C. Pink
Richard B. Wilson

*Term expired March 31, 1971.

By-Laws 5 and 6 of the Corporation which established the Finance and Program Committees and the Program Sub-Committees (English and French) were repealed effective July 21, 1970. All matters formerly referred to these Committees are dealt with by the Board of Directors as a whole.

1970-1971

LE CONSEIL D'ADMINISTRATION

Government
Publications

George F. Davidson, président, d'Ottawa (Ont.)
Jacques Archambault, de Québec (Qué.)
Jean-Claude Delorme, de Beaconsfield (Qué.)
Gordon F. Denning, de St-Thomas (Ont.)
Mme Béatrice R. Hayes, de Montréal (Qué.)
James S. Hinds, de Sudbury (Ont.)
*Mme Denise Lacroix, de Trois-Rivières (Qué.)
Michael Lypka, de Hamilton (Ont.)
*Norman L. McCowan, de Hay River (T.N.-O.)
Yves J. Ménard, de Westmount (Qué.)
James S. Palmer, de Calgary (Alb.)
*Irving C. Pink, de Yarmouth (N.-E.)
*Rolland A. Pinsonneault, de Gravelbourg (Sask.)
Mme Olga Riisma, de Toronto (Ont.)
Richard B. Wilson, de Victoria (C.-B.)

LE COMITE EXECUTIF

George F. Davidson, président
Jean-Claude Delorme
Yves J. Ménard
*Irving C. Pink
Richard B. Wilson

*Mandat expiré le 31 mars 1971

Les articles 5 et 6 des Statuts de la Société, qui établissaient les comités des finances et des programmes ainsi que les sous-comités des programmes (anglais et français), ont été abrogés le 21 juillet 1970. C'est maintenant le Conseil d'administration qui s'occupe des questions relevant jusque-là de ces comités.

CONTENTS

	Starting at page
THE CORPORATION (1970-71; how it went)	5
PROGRAMS FOR PEOPLE (Hundreds of thousands of programs for millions of Canadians. And quite a few equally fascinated Americans)	15
FINANCIAL REVIEW (The balance sheet)	23
THE CBC IN THE NORTH <i>Angutmarioyomayog</i> ; (dramas in Eskimo. And a lot less hockey)	35
THE CBC IN THE WORLD (Guess who won an Emmy?)	39
"TO ALL PARTS OF CANADA" (The national broadcasting service is available to nearly all Canadians)	45
FURTHER FACTS (30 pages of tables, graphs, charts and statistics)	51

TABLE DES MATIERES

	Page
LA SOCIÉTÉ (Regards sur l'exercice 1970-1971)	5
ÉMISSIONS POUR TOUS LES GOUTS (Des centaines de milliers d'émissions pour des millions de Canadiens et pour nos nombreux amis américains)	15
RAPPORT FINANCIER (Bilan)	23
RADIO-CANADA DANS LE NORD <i>Angutmarioyomayog</i> ; théâtre esquimau. Le hockey décline)	35
RADIO-CANADA ET LE MONDE (Un Emmy pour Radio-Canada)	39
«TOUTES LES RÉGIONS DU CANADA» (Le service national de radiotélévision est à la portée de la presque totalité des Canadiens)	45
RENSEIGNEMENTS COMPLÉMENTAIRES (Trente pages de tableaux, graphiques et statistiques)	51





THE CORPORATION LA SOCIÉTÉ

The Canadian Broadcasting Corporation in 1970-71 began to realize the benefits of a major overhaul of its structures and operating procedures. At year's end the re-organization program was virtually complete, comfortably ahead of the July 1, 1971, target date contemplated when details of the program were first announced in 1968.

The English Services Division with headquarters in Toronto is now responsible for most English-language operations in all parts of Canada.

The French Services Division with headquarters in Montreal is now responsible for most French-language operations in all parts of Canada.

The CBC's foreign operations, including the International Service, are grouped in the External Services Division with headquarters at Head Office in Ottawa.

The heads of the three divisions report to the Executive Vice-president at the CBC's Head Office.

The Divisions, in turn, have implemented a process of realignment of responsibilities and functions in order to provide a better national broadcasting service for all the people of Canada.

The regions, the various parts of the country, are playing an increasing role in program planning and production.

A new Management Information System is in its first year of operation, ensuring that more sophisticated techniques are available to program production and managerial officers so that they may reach decisions on the basis of current, complete and accurate information and projections.

Canadian Content

Most important of all, CBC television and radio programming, in English and in French, is becoming more Canadian.

During the year, for example, the English television network added seven hours a week of Canadian production to its schedule, a total of more than 200 hours of additional Canadian programming by March 31, 1971.

The French Services Division likewise exceeded by a wide margin the required proportion of Canadian programming in prime time on the French television network. Initial difficulties in reaching the necessary percentage in its overall schedule were easily overcome as is shown in the following table for the second half of 1970-71.

CANADIAN CONTENT

	English TV		French TV	
	Total	Prime Time	Total	Prime Time
Oct.	64.5	67.8	56.1	59.2
Nov.	66.6	67.8	59.5	69.0
Dec.	64.4	72.8	57.6	71.0
Jan.	64.4	68.4	60.7	68.9
Feb.	66.8	67.9	63.1	69.5
Mar.	66.3	69.3	61.4	70.4

The combined broadcast services of the Corporation have always been predominantly Canadian and, during 1970-71, the total broadcast package rose well above the Canadian Radio-Television Commission's higher levels of Canadian content.

More is expected of the CBC under the Broadcasting Act, the CRTC's regulations and the CBC's own policies and more is done by the CBC, therefore, than by the country's privately-owned stations.

Radio-Canada entreprenait en 1969 un vaste programme de refonte structurelle et de mise à jour de ses méthodes d'exploitation. Ce programme a porté ses premiers fruits. A quelques détails près, dès la fin de l'année, la réorganisation était achevée, bien avant la date prévue, soit le 1^{er} juillet 1971.

La Division des services anglais, qui a son siège à Toronto, assume maintenant la responsabilité de la presque totalité de la diffusion en langue anglaise.

La presque totalité de la diffusion en langue française relève de la Division des services français, qui a son siège à Montréal.

L'activité de la Société à l'étranger, y compris le Service International, dépend de la Division des services extérieurs, qui a son siège à Ottawa.

A leur tour, les directeurs généraux des trois divisions relèvent du Vice-président exécutif, au Siège social, à Ottawa.

Pour leur part, les divisions n'ont pas manqué de procéder à une redistribution des responsabilités et des tâches visant à améliorer le service national de radiotélévision.

L'apport des centres régionaux tant à la programmation qu'à la production des émissions augmente sensiblement.

En service depuis un an, le nouveau système intégré de gestion, qui fait appel aux toutes dernières techniques de l'informatique, met à la disposition des responsables de la production et de l'administration des informations précises, complètes et à jour ainsi que les extrapolations qu'autorisent ces données.

Teneur canadienne

Ce qu'il importe cependant de retenir, c'est que les programmes anglais et français de radio et de télévision de la Société se canadianisent davantage.

Le réseau de télévision anglais par exemple a augmenté de sept heures par semaine le contenu canadien de sa grille d'émissions. Au 31 mars 1971 on y comptait 200 heures d'émissions canadiennes de plus.

La télévision française a réussi, également, pendant les heures de pointes, à dépasser de beaucoup les exigences en matière de teneur canadienne. Après certaines difficultés au début, elle n'a pas eu de mal à atteindre pour l'ensemble de sa grille les proportions voulues, ainsi qu'en témoigne le tableau suivant.

TENEUR CANADIENNE

	TELEVISION ANGLAISE		TELEVISION FRANÇAISE	
	Total	Heures de pointe	Total	Heures de pointe
Oct.	64.5	67.8	56.1	59.2
Nov.	66.6	67.8	59.5	69.0
Déc.	64.4	72.8	57.6	71.0
Jan.	64.4	68.4	60.7	68.9
Fév.	66.8	67.9	63.1	69.5
Mars	66.3	69.3	61.4	70.4

L'ensemble de la programmation de la Société a conservé, comme toujours, son caractère éminemment canadien et a largement dépassé en 1970-1971 les minimums fixés par le Conseil de la radiotélévision canadienne.

La Loi sur la radiodiffusion, les règlements du CRTC, et sa propre politique, exigent davantage de Radio-Canada. Il en découle que la teneur en émissions canadiennes est plus élevée à Radio-Canada que dans le secteur privé.

Regional Programming

The Broadcasting Act requires that the CBC serve the special needs of geographic regions, and actively contribute to the flow and exchange of cultural and regional information and entertainment.

In May, 1969, announcing additional steps in the CBC reorganization, the President said "one of our main concerns is that the national network operations shall not smother the vital work of our regions. These are not yet adequately represented on the (English) national television network and it will be the responsibility of the English Services Division to correct this situation as well as to assure the meeting of program needs in television and radio."

"Our French-language services, which are deeply rooted in Quebec, must begin to take increasing cognizance of the needs of approximately one million French-speaking Canadians who live outside the province. This has not been possible in the past due to a lack of facilities but the picture is gradually changing as we extend our French-language outlets."

An early result of the increased emphasis on regional involvement was that the divisions made provision for the regional directors responsible for operations in Newfoundland, the Maritimes, Ontario, the Prairies and British Columbia to have a much greater say in program decisions affecting both the networks and the regions than they formerly had. The inclusion of regional officers in program planning ensures that CBC schedules include an appropriate program contribution from all parts of the nation.

In keeping with the policy of decentralizing programming, the French TV network has assigned a more active role to its stations. Each of these stations originates news bulletins, and twice a week the Moncton, Ottawa and Quebec City stations have their own prime time period — 7.00 to 7.30 p.m. — for information programming. The others — Edmonton, Winnipeg and Toronto — will soon have theirs. Moreover, Moncton, Ottawa and Winnipeg have each produced programs in the series "*Français d'aujourd'hui*". Participation by the basic stations in regional programming and production is increasing rapidly and indications are that the volume of local production will be stepped up.

On the radio side, the emphasis on regionalization is an accomplished fact, since the peak periods — 6.00 to 8.00 a.m., 12.30 p.m. and 5.00 to 6.00 p.m. — are already available to the regional stations. French network stations are programming these periods with a view to promoting rapport with the areas served. Greater frequency of local periods has made it possible to form two sub-networks between our stations at Toronto, Windsor, Sudbury and Timmins on the one hand, and Moncton, Edmundston and New Carlisle on the other. Audiences in these areas are now better served by stations which can identify more closely with their own communities.

The English Services Division, with its well-established presence in the various parts of Canada, stepped up its regional programming during the year, bringing to Canadian viewers of the English television network such regional productions as the Vancouver-produced drama series, "*The Manipulators*"; Montreal's comedy series, "*Zut*"; the tenth year of Halifax's "*Singalong Jubilee*", which has brought national attention to such Canadian stars as Anne Murray, Gene McLellan and Catherine McKinnon; the Ottawa-based weekly public affairs program "*Encounter*"; the "*Mike Neun Show*" and the "*Irish Rovers*" from Vancouver; "*Hymn Sing*", from Winnipeg; "*OOOPS*" and "*Reach For The Top*" from all over Canada; "*Hi Diddle Day*", from Ottawa; "*Countryside*", produced in Halifax; regionally-produced segments of the network series, "*The Nature of Things*".

A great many CBC sports programs originate from the regions. Many network programs use regional staff and facilities to provide broadcasts of major sporting events. The *Canada Winter Games*, for instance, were produced basically by the Prairie Region, with Winnipeg, Edmonton and

Les programmes régionaux

La Loi sur la radiodiffusion assigne à la Société la mission de « répondre aux besoins particuliers des diverses régions et contribuer activement à la fourniture et à l'échange d'informations et de divertissements d'ordre culturel et régional ».

En mai 1969, en annonçant une autre étape de la réorganisation, le Président s'exprimait en ces termes : « Un de nos principales préoccupations sera de veiller à ce que l'activité des réseaux nationaux n'entrave pas le travail essentiel accompli par les régions. Les régions ne sont pas encore suffisamment représentées au programme national de télévision anglaise, et la Division aura pour mission de corriger ce déséquilibre en même temps qu'elle répondra aux besoins des régions en matière d'émissions pour la radio et la télévision. »

« Nos services de langue française, profondément enracinés dans le Québec, doivent commencer à tenir compte davantage des besoins du million de Canadiens francophones des autres provinces. Avec la mise en service de nouvelles stations de langue française, le manque d'équipements n'est plus un obstacle à cette expansion. »

La nouvelle importance attachée à la participation régionale a bientôt amené les Divisions à confier aux directeurs régionaux, responsables de l'exploitation à Terre-Neuve, dans les Maritimes, en Ontario, dans les Prairies et en Colombie-Britannique, un rôle beaucoup plus grand que par le passé dans les décisions concernant les programmes des deux réseaux et des régions; grâce à cette participation à la programmation, les émissions de toutes les parties du pays occupent la place qui leur convient dans les programmes de Radio-Canada.

Conformément à la politique de décentralisation de la programmation, le réseau français de télévision s'est assuré une participation plus active de ses stations. Des bulletins de nouvelles émanent de chacune de ces stations et trois d'entre elles (Moncton, Ottawa et Québec) disposent, deux fois la semaine, pour fins d'information, de la période de pointe de 19 h à 19 h 30; les autres (Edmonton, Winnipeg et Toronto) suivront bientôt. Par ailleurs, les stations de Moncton, Ottawa et Winnipeg ont produit chacune une émission de la série *Français d'aujourd'hui*. La participation des stations de base à la programmation et à la production d'émissions régionales est en plein développement, et tout indique que le volume de production locale ira en augmentant. A plus ou moins brève échéance, cet effort de production locale débouchera sur une production réseau.

Du côté de la radio, l'accent sur la régionalisation s'inscrit dans les faits puisque les périodes de pointe, de 6 h à 8 h, de 12 h 30 et de 17 h à 18 h sont déjà à la disposition des stations régionales. Les stations du réseau français de radio conçoivent leur programmation pour ces heures de façon à s'identifier avec leur milieu et à assurer ainsi un meilleur service à leurs auditeurs. Les périodes d'émissions locales plus nombreuses ont permis la formation de deux chaînes, l'une comprenant les stations de base de Toronto, de Windsor, de Sudbury et de Timmins, l'autre celles de Moncton, d'Edmundston et de New Carlisle.

Le programme de télévision de langue anglaise, diffusé partout au Canada, a également fait davantage appel aux productions régionales. C'est ainsi que le public a pu suivre : *The Manipulators*, série dramatique réalisée à Vancouver; *Zut*, série comique émanant de Montréal; la 10^e saison de *Singalong Jubilee*, de Halifax, émission qui a lancé sur la scène nationale plusieurs étoiles canadiennes dont Anne Murray, Gene McLellan et Catherine McKinnon; *Encounter*, émission d'affaires publiques tournée à Ottawa; de Vancouver, *The Mike Neun Show* et *The Irish Rovers*; de Winnipeg, *Hymn Sing*; les émissions *OOOPS* et *Reach For The Top*, produites ici et là à travers le pays; d'Ottawa, *Hi Diddle Day*; de Halifax, *Countryside*, ainsi que, des diverses régions, de nombreuses séquences de la série *The Nature of Things*.

Vancouver announcers and a Winnipeg producer.

"*Kaleidosport*", seen regularly each weekend, carries sports events from all over Canada, using staff and facilities from all regions.

The series, "*Canadian College Sports*", also used regional personnel and facilities on many of its programs, giving the local point of view, for instance, to programs on the four different college athletic conferences in Canada; produced by Halifax, Ottawa, Winnipeg and Vancouver.

Similarly, regional sports productions include "*Hockey Night in Canada*" games from Vancouver and Canadian Football league western conference games, using staff and production units from Prairies and British Columbia regions.

The CBC's daily magazine program, "*Take 30*", has included regular programs from the regions in its network schedule for the past three years. Last Summer, "*Take 30*" telecast nearly 70 half-hours from Vancouver, Edmonton, Winnipeg, Ottawa, Montreal, Halifax and St. John's. From time to time, "*Take 30*" also receives programming from the CBC affiliated station in Quebec City, CKMI-TV.

These are examples; there were many more. "*Viewpoint*", for instance.

Regional production in 1970 was melded into the network schedules as never before. (See Table 32)

The Public Radio Service

"The CBC's radio service is the one broadcasting organization in Canada to which one can tune in and know at once that it is Canadian, and that it is public broadcasting."

This judgment, from the report of the Special Senate Committee on the Mass Media, is the most recent public statement of the strong appreciation expressed over the years for the radio services, English and French, of the CBC.

So important is CBC radio in the Canadian scheme of things that "*it should not be tampered with wantonly*", according to the Senate committee.

The CBC agrees. But not to change at all is not to improve at all.

If the CBC radio service is to remain the vital force it was meant to be and has been, it must keep pace with changing social patterns, with the needs of a growing nation and with the new technology that accompanies them.

Recognizing this, the Board of Directors at meetings in 1970 and 1971 examined, refined and approved a plan for CBC radio in the Seventies.

Implementation of the plan which is to take place over a period of five years, hinges on public exploration of the implications of it at hearings of the Canadian Radio-Television Commission later this year and provision of the necessary FM stations.

Radio One and Radio Two

The basic recommendations with which the Board of Directors was concerned were these:

That the existing CBC radio services, in English and in French, each be divided into two complementary services (with the working titles, Radio One and Radio Two).

That Radio One concentrate on shorter forms of information and lighter entertainment (though not exclusively) and Radio Two on more extended programs of the arts and information.

That Radio One use AM stations mostly and Radio Two use FM stations.

That Radio One use, basically, the facilities of the present CBC Radio Networks (AM).

That Radio Two be developed from the CBM FM stations now operating in five cities (Toronto, Montreal, Ottawa, Winnipeg and Vancouver) by the establishment of new CBC FM stereo stations in a number of centres and the affiliation of private FM stations in a number of other centres.

That communities not served by FM stations receive a CBC network service which would combine very much as at present the essential program features of Radio One and Radio Two.

Le programme sportif compte beaucoup sur l'apport des régions, dont les ressources humaines et matérielles sont mises à contribution par les réseaux pour la retransmission des grandes manifestations sportives. Le reportage des Jeux d'hiver canadiens, par exemple, a été confié à la région des Prairies, le réalisateur étant de Winnipeg et les annonceurs de Winnipeg, d'Edmonton et de Vancouver.

Kaleidosport, émission hebdomadaire passant en fin de semaine, compte sur la collaboration des équipes régionales pour brosser le tableau de la vie sportive partout au Canada.

Les régions (Halifax, Ottawa, Winnipeg et Vancouver) ont également collaboré à la réalisation de nombreuses émissions de la série *Canadian College Sports* qui traite de l'activité des quatre ligues d'athlétisme collégial, y ajoutant ainsi de la couleur locale.

Toujours dans le domaine des sports, ce sont nos équipes régionales des Prairies et de la Colombie-Britannique qui assurent la retransmission des matches de la série *Hockey Night in Canada*, diffusés de Vancouver, de même que de ceux de la Conférence de l'Ouest de la Ligue canadienne de football.

Depuis trois ans, le magazine quotidien *Take 30* fait régulièrement appel aux régions. L'été dernier, Vancouver, Edmonton, Winnipeg, Ottawa, Montréal, Halifax et St-Jean (T.-N.) ont réalisé près de 70 émissions d'une demi-heure de cette série. De temps en temps, des émissions réalisées à Québec par une station affiliée à Radio-Canada, CKMI-TV, passent dans cette série.

Ce ne sont là que quelques exemples, auxquels on pourrait ajouter *Viewpoint*. En 1970, l'apport des régions au réseau a été sans précédent (Tableau 32).

La radio publique

«Le service radiophonique de Radio-Canada est, dans notre pays, le système de radiodiffusion que l'on peut écouter tout en sachant immédiatement qu'il est canadien et qu'il s'agit d'un service national.»

Ce jugement du Comité spécial du Sénat sur les moyens de communication de masse est le plus récent des nombreux témoignages d'estime dont les services français et anglais de radio ont été l'objet ces dernières années.

La radio publique telle qu'elle est exploitée par la Société joue au Canada un rôle tellement important que le Comité estime qu'«on ne devrait pas y toucher impunément».

Radio-Canada est d'accord. Mais, qui n'avance pas recule.

Si la radio publique veut continuer de jouer un rôle essentiel dans notre société, elle doit suivre la mutation sociale d'un peuple en pleine croissance et évoluer au rythme du progrès technologique qui en découle. C'est dans cette optique qu'en 1970 et 1971 le Conseil d'administration examinait, mettait au point et approuvait un projet de la radio des années 70.

L'exécution de ce projet, qui doit s'étaler sur cinq ans, dépendra de l'examen public de ses incidences lors des séances du CRTC, plus tard cette année, et de la mise en service de certaines stations MF.

Radio I et Radio II

Les principales recommandations que le Conseil d'administration a étudiées sont les suivantes :

Scission des services actuels, l'anglais et le français, en deux services complémentaires (appelés provisoirement Radio I et Radio II).

Spécialisation (non exclusive) de Radio I dans les informations de brève durée et le divertissement populaire, et de Radio II dans les émissions artistiques ou informatives de plus longue durée.

Fonctionnement de Radio I en modulation d'amplitude et de Radio II en modulation de fréquence.

Emploi, par Radio I, des équipements des réseaux actuels de radio en modulation d'amplitude.

Utilisation, par Radio II, des stations MF actuelles (Toronto, Montréal, Ottawa, Winnipeg et Vancouver), auxquelles s'ajouteraient de nouvelles stations MF stéréophoniques

That there be increased emphasis on regional and local programming on all CBC AM stations.

That the plan be implemented over a period of five years.

Under this plan for radio, lovers of music, drama and serious discussion, for example, will have available a full-time service on FM (Radio Two) instead of having to pick their way through a maze of more popular programming to find their favorite symphony or play.

On the other hand, those who look to radio for immediate factual information about the world and their community — weather, news and current events are examples — will be able to turn to CBC on a full-time basis, too. On Radio One they will get their information as it comes without having to wait to the end of an opera or drama.

The two services, Radio One and Radio Two, would draw their listeners from the same source, the general Canadian public. The same person can be expected to listen to both services, at different times and in response to different personal needs.

The two services are complementary, not competitive.

So far as Radio One is concerned, no change is proposed in the Corporation's present AM commercial policy.

The proposed Radio Two service, to be carried on FM, will be non-commercial.

To develop Radio Two as a national service, the plan calls for establishment over a five-year period of 14 new CBC FM stations. As a first step in this development, the Corporation will apply shortly to the CRTC for authority to establish six new FM stations; three English (Halifax, Calgary and St. John's) and three French (Quebec City, Ottawa and Chicoutimi). At the same time the Corporation will ask the Commission to reserve FM frequencies in a further eight cities for CBC stations to be established over the five-year period.

The Corporation proposes to discuss with approximately 20 English and four French privately-owned FM stations the possibility of affiliation with some or all of them for its Radio Two service. Although private affiliates would carry only a portion of the full Radio Two programming they would ensure that a good cross-section of the schedule would be provided to their audiences. These affiliates, together with the CBC FM stations currently in operation, would provide Radio Two coverage to approximately 83 percent of the English-speaking population and 82 percent of the French-speaking population by 1976.

Service to Non-FM Areas

Some areas of Canada will continue to have only AM broadcasts available for an interim period (until planned FM stations are established) or indefinitely. For listeners in these areas the CBC would continue to provide through its owned and affiliated stations a balanced schedule of both information and arts programs on the available outlet. This would be done by selecting representative programming from both Radio One and Radio Two to create a combined schedule similar to present practice.

PLACE de RADIO-CANADA

As the year ended, first steps were being taken towards the long-awaited move of virtually all CBC operations in Montreal from their existing 20 widely-scattered locations into the new Place de Radio-Canada, the world's most modern broadcasting centre.

In its 23-storey, 300-foot-high tower and three lateral levels, two of them underground, it will house six CBC broadcasting stations including two of Canada's major television stations, CBFT (French) and CBMT (English) and four radio stations; CBF and CBF-FM (French) and CBM and CBM-FM (English). It will be the headquarters location of the CBC's French language television and radio networks and thus will house under one roof the world's largest and most productive centres for the creation of television and radio programs.

It will accommodate the CBC's International Service, the voice of Canada abroad. It will provide office and production

implantées par la Société. On procéderait aussi à l'affiliation d'un certain nombre de stations MF du secteur privé.

Diffusion, dans les collectivités encore privées de la radio MF, d'un programme combinant les éléments essentiels de Radio I et Radio II.

Place plus large aux émissions régionales et locales dans la programmation de toutes les stations MA de la Société.

Réalisation du programme étalée sur une période de cinq ans.

Grâce à ce programme, les amateurs de musique, de théâtre et de débats par exemple, jouiront d'un service permanent en modulation de fréquence (Radio II) au lieu de chercher parmi la masse des émissions populaires la symphonie ou la dramatique qu'ils veulent écouter.

En revanche, ceux qui attendent de la radio l'information pratique et immédiate sur le monde et leur localité (météo, nouvelles et actualités par exemple) n'auront, eux aussi, qu'à capter l'antenne de Radio-Canada : Radio I leur communiquera les informations de dernière heure sans qu'ils aient à attendre fin d'un opéra ou d'une dramatique.

Les deux programmes s'adresseront au même auditoire : le grand public. L'auditeur de l'un et l'autre programme sera sans doute le même, selon l'heure et selon l'occasion.

Loin de se concurrencer, les deux programmes se complèteront.

L'inauguration de la Radio I ne devrait changer en rien la politique commerciale actuelle de la Société à son antenne MA.

Radio II fonctionnera en modulation de fréquence, sans publicité commerciale.

Pour transformer Radio II en service national, le plan propose la mise en place, par Radio-Canada, de quatorze nouvelles stations MF en cinq ans. Pour commencer, la Société demandera bientôt au CRTC d'approuver la construction de six d'entre elles, dont trois de langue anglaise (Halifax, Calgary et St-Jean (T.-N.)) et trois de langue française (Québec, Ottawa et Chicoutimi). Elle demandera en même temps au Conseil de lui réserver une fréquence MF dans huit autres villes où elle propose de s'implanter au cours de la période quinquennale.

La Société se propose d'offrir à des stations MF du secteur privé (vingt de langue anglaise et quatre de langue française) de s'affilier à Radio II. S'il est vrai que ces affiliées n'en relateraient qu'une partie, il n'en reste pas moins que leurs auditoires auraient accès à une bonne sélection du programme. Grâce à ces affiliées, aux stations actuelles et aux nouvelles stations prévues au plan, le programme de Radio II serait à la portée d'environ 83% de la population anglophone et 82% de la population francophone.

Régions privées de radio MF

Certaines régions seront privées de la radio MF, les unes provisoirement, en attendant l'implantation des stations prévues au plan, les autres indéfiniment. Les stations de Radio-Canada y diffuseront, avec le concours des affiliées, un programme équilibré d'émissions informatives et culturelles. A cette fin, la Société réunira en un seul programme, semblable aux grilles actuelles, les émissions les plus représentatives des Radios I et II.

PLACE de RADIO-CANADA

A la fin de l'année, nos équipes de Montréal se préparent enfin à emménager au centre de radiotélévision le plus moderne du monde, la Maison de Radio-Canada, où seront regroupés la plupart de nos services occupant quelque vingt locaux éparpillés dans la ville.

La tour, dont les 23 étages atteignent 320 pieds de hauteur, et ses trois plans horizontaux, dont deux sous terre, abriteront six stations : les télévisions française et anglaise (CBFT et CBMT) les radios françaises (CBF et CBF-FM) et les radios anglaises (CBM et CBM-FM), ainsi que la direction des réseaux français de radio et de télévision. Par l'importance de ses installations et le volume de sa production, la Maison de Radio-Canada occupera la première place du monde parmi les centres de production d'émissions de radiotélévision.

space for the Quebec Region of the English Services Division and for some of the operations of the CBC's Northern and Armed Forces Services.

Some idea of the magnitude of the work that will go on in the new Montreal building is to be found in a bare list of the facilities it will contain:

- 7 television studios
- 26 radio studios
- 14 rehearsal halls
- a garage for TV and radio mobile units
- workshops
- paint shops
- storage areas for properties and costumes
- sewing rooms
- dressing and make-up rooms
- libraries for records, music, books
- film and videotape libraries
- radio and television master control centres
- cafeteria
- contracts department
- audience relations department
- videotape recording rooms
- accommodation for draftsmen and graphic designers
- an animation studio

Some 3,000 CBC employees will work in the new building and it will be a centre of activity for thousands of Canadian actors, musicians and performers as well as for many of the great artists of the world.

It is anticipated that the move into Place de Radio-Canada will be completed by the summer of 1972.

Cable

In a year of many developments in broadcasting, perhaps the most significant was the concern being expressed about the effects on Canadian broadcasters of the spectacular growth of CATV systems or cable television. In a brief to the Canadian Radio-Television Commission, the CBC said that the Corporation believes that CATV can make valuable contributions to the broadcasting system in Canada. The misgivings with which Canadian broadcasters face the intrusion of American stations via CATV do not depend on any lack of faith in themselves, nor in Canadian actors, writers and performers, to create programs that will entertain and inform millions of Canadians. The Corporation and the private broadcasters have produced many such programs and will produce more.

The problem, rather, is that American stations can soon outnumber Canadian stations in many parts of Canada, and by sheer quantity undermine the system's financial ability to produce the quantity and quality of Canadian programs which are fundamental to the survival of a distinctively Canadian broadcasting system.

The solution, the CBC feels, must be the integration of cable within the total broadcasting system so that all the funds available whether from the public purse, from advertising or from cable subscriptions, are directed towards serving the Canadian public in Canadian terms.

Financial

Total operating expense for the year was \$218,139,000, an increase of 16.1 million or 4.9 percent over last year. The figure included \$11,034,000 for depreciation and amortization not recoverable from the Parliamentary payment of \$166,000,000.

Following repayment of principal of previous capital loans in the amount of \$6,300,000, the amount of the Parliamentary grant available for operations was \$159,640,000 of which \$60,000 not spent in 1970-71 was retained to meet future operating expenditures, in addition to \$12,955,000 carried over from 1969-70.

The remainder of the money required for operating expense was obtained from revenue, mostly advertising revenue, a total of \$47,465,000 — a 3.0 percent decrease from the previous year's "income" figure.

L'immeuble abritera également le Service International, qui assure la présence du Canada à l'étranger, les bureaux et studios de la section québécoise de la Division des services anglais et, enfin, certaines sections des Services du Nord et des Forces armées.

Pour se faire une idée de l'activité intense qui régnera dans cet édifice, il suffit de parcourir la liste des locaux qui y seront aménagés :

- 7 studios de télévision
- 26 studios de radiodiffusion
- 14 salles de répétition
- un garage pour les cars et voitures de reportage
- les ateliers de menuiserie
- les ateliers de peinture
- les entrepôts pour les accessoires et les costumes
- les ateliers de couture
- les salons d'habillage et de maquillage
- les discothèques, musicothèques et bibliothèques
- une cinémathèque et une magnétothèque
- les régies centrales
- une cafétéria
- les bureaux du Service des contrats
- les bureaux du Service des relations avec l'auditoire
- les salles de magnétoscopie
- les studios des dessinateurs et des graphistes
- un studio d'animation

A l'effectif permanent de quelque 3 000 employés qui travailleront dans cet immeuble se joindront des milliers de comédiens, musiciens et artistes canadiens et nombre des plus grands artistes internationaux.

L'emménagement dans la Maison de Radio-Canada se fera progressivement et prendra fin à l'été 1972.

Télédistribution

Dans le monde de la radiotélévision, l'année a été marquée par une préoccupation croissante des incidences que peut avoir sur les radiodiffuseurs canadiens la prolifération des systèmes de télévision par antenne collective ou de télédistribution. Dans un mémoire adressé au Conseil de la radiotélévision canadienne, la Société a reconnu que la télédistribution peut assurer un apport précieux à la radiotélévision canadienne. Si les radiodiffuseurs canadiens s'inquiètent de l'infiltration des stations américaines par le câble, ce n'est nullement qu'ils craignent de ne pouvoir créer, avec la collaboration des comédiens, auteurs et artistes canadiens des émissions susceptibles de divertir et d'informer le public canadien. Radio-Canada et les radiodiffuseurs privés ont fait leurs preuves dans ce domaine et ils continueront dans cette voie.

Le danger, c'est plutôt que les stations américaines surpassent en nombre les stations canadiennes dans bien des régions du Canada et que leur seule multiplicité suffise à réduire les ressources financières indispensables à la réalisation du volume d'émissions canadiennes de qualité qui permettra de garantir la survivance d'une radiotélévision bien canadienne.

Pour résoudre le problème, Radio-Canada estime qu'il faut intégrer la télédistribution dans le système général de radiotélévision, de façon que les disponibilités, qu'il s'agisse des deniers publics, des recettes de la publicité ou des redevances de la télédistribution, servent toutes à offrir au public canadien un programme à caractère canadien.

Finances

Cette année, les frais d'exploitation ont augmenté de \$10 100 000 (4.9%) et se sont chiffrés à \$218 139 000. Dans ces frais figure un montant de \$11 034 000 de dépréciation et d'amortissement, non recouvrable à même le paiement de 166 millions de dollars reçu du Parlement.

Déduction faite de \$6 300 000 versés à l'Etat au compte du remboursement de capital, il restait des crédits du Parlement au titre de l'exploitation un montant de \$159 640 000. En fin d'année, un solde excédentaire de \$60 000 a été reporté, qui s'ajoute aux \$12 955 000 reportés de 1969-1970.

National Film Board

An important Canadian program development in 1970-71 was the signing of an agreement between the CBC and the National Film Board providing for exclusive CBC English television network broadcast rights for a minimum of 13 programs produced by the NFB. A similar contract, providing NFB films for the French TV network, has been in operation for several years and will continue.

In addition, the CBC and NFB will begin discussions immediately for the production and scheduling of a similar number of film programs for the television seasons ending in August, 1974.

Committees and Commissions

The Board of Directors met six times during the year; four times in Ottawa, once in the Northwest Territories and once in the Maritimes, in Moncton, Sackville and Halifax.

Public discussions were held in Yellowknife during the visit to the North with a view to obtaining on-the-scene information about the CBC's northern program service.

A corporate study group appointed following the Board meeting reported to the President late in 1970 and as a result of this and other initiatives a number of recommended organizational and programming changes have been implemented.

A presentation officer has been made responsible for improving the selection and placement of programs in the FCP service. Three technicians have been added to the staff at Calgary, where the videotapes are prepared for the northern service, to permit assembly of the material overnight. The whole northern program service has been overhauled to provide a schedule that meets the needs of northern residents. Hockey, for instance, has been replaced by a feature film; Sesame Street has been added to the schedule, as have a number of entertainment programs.

CBC officers testified before the Commons Standing Committees on Broadcasting, Films and Assistance to the Arts; on Public Accounts, on Procedure and Organization and the Special Committee on Election Expenses.

The Public Accounts Committee expressed concern over a situation involving payment by the Corporation of income tax on behalf of certain CBC employees who had been stationed in the United States. This is a most complex problem affecting CBC employees not only in the U.S. but in many countries of the world. The Corporation is presently reviewing the situation to enable CBC personnel employed in various world capitals to comply with the income tax provisions of the country in which they are stationed.

During the year the Corporation had applications on the agenda of each of the eight hearings of the Canadian Radio-Television Commission including applications for licences for 17 television transmitters and 12 low power relay transmitters (radio). In addition, applications were made for changes in 11 television facilities and 21 LPRTs.

The report of the Special Senate Committee on the Mass Media was handed down during the year and was considered to be generally favorable to the Corporation. It contained a number of suggestions and recommendations for improvement.

The CBC has examined each of the Committee's observations and at year's end was looking into ways in which they might contribute to the on-going improvement of the national broadcasting service.

In a number of instances, the Corporation had already initiated improvements before the Senate report was published. For example, the committee referred to the CBC's "pre-occupation with the major production centres in Toronto and Montreal" and said the Corporation must look to other centres for program ideas and program production. As is indicated elsewhere in this report, decentralization and a stronger regional and local production contribution to the networks have been high in the CBC's priorities for several years; the Corporation's just completed re-organization emphasizes the role of regional production centres.

Pour une partie de ces frais d'exploitation, la Société a compté sur ses recettes, pour une grande part tirées de la publicité, qui se sont montées à \$47 465 000, ce qui représente un recul de 3% par rapport à l'année dernière.

Office national du Film

Cette année, la Société a franchi une étape importante dans la production canadienne d'émissions pour la télévision. Elle a passé avec l'Office national du film un contrat accordant au réseau anglais l'exclusivité sur un minimum de treize émissions qui seront réalisées par l'Office. Il y a déjà plusieurs années que l'Office fournit des films au réseau français en vertu d'un contrat semblable. La Société se propose de le renouveler.

D'ailleurs, la Société et l'Office entameront incessamment des pourparlers concernant la production d'un nombre semblable d'émissions filmées qui passeront au petit écran d'ici au mois d'août 1974.

Comités et commissions

Le Conseil d'administration a tenu six réunions au cours de l'année : quatre à Ottawa, une dans les Territoires du Nord-Ouest et une dans chacune des villes de Moncton, Sackville et Halifax.

A l'occasion de sa réunion dans le Nord, le Conseil a tenu une séance publique à Yellowknife en vue de se renseigner sur le service d'émissions de Radio-Canada à l'intention du Nord.

Un groupe d'étude formé par la suite soumettait ses conclusions au Président à la fin de 1970; ses recommandations et d'autres initiatives ont abouti à certains remaniements de l'organisation et de la programmation.

Un organisateur d'émissions s'est vu confier la tâche d'améliorer la sélection et la programmation des émissions des émetteurs d'avant-poste. A Calgary, où sont enregistrées les émissions destinées au Nord, la Société a engagé trois techniciens supplémentaires pour assurer le montage des émissions en fin de journée. La grille des programmes a été refondue de façon à mieux répondre aux aspirations des populations nordiques : le hockey a cédé la place à un long métrage, les enfants pourront regarder *Sesame Street* et les adultes auront plusieurs nouvelles émissions de divertissement.

Les représentants de la Société ont témoigné devant plusieurs comités parlementaires : Comité de la radiodiffusion, des films et de l'assistance aux arts, Comité des comptes publics, Comité sur la procédure et l'organisation et Comité spécial d'étude des frais électoraux.

Le Comité des comptes publics s'est demandé pourquoi la Société a réglé l'impôt sur le revenu de certains employés en mission aux Etats-Unis. C'est là une question fort complexe intéressant non seulement ces employés, mais tout agent envoyé à l'étranger. Radio-Canada fera le nécessaire pour que ses effectifs dans les diverses capitales du monde se plient aux exigences fiscales du pays où ils sont en poste.

Radio-Canada s'est présentée aux huit séances du Conseil la radiotélévision canadienne en vue d'obtenir diverses autorisations : 17 permis d'exploitation d'émetteurs de télévision, 12 permis d'émetteurs-relais de faible puissance pour la radio, elle y a aussi demandé l'autorisation de modifier 11 stations de télévision et 21 ERFP.

Si le rapport du Comité spécial du Sénat sur les moyens de communication de masse, déposé au cours de l'année, s'est révélé dans l'ensemble plutôt favorable à la Société, ce même rapport proposait cependant quelques améliorations. Après avoir étudié chacune des observations du Comité, Radio-Canada toujours soucieuse de perfectionner le service national de radiotélévision, examinait en fin d'année les moyens à prendre pour y donner suite.

La Société avait déjà amorcé des initiatives en ce sens avant même la publication du rapport. Par exemple, le Comité rapporte « l'importance accordée aux deux grands centres de production de Toronto et de Montréal », ajoutant que Radio-Canada doit s'efforcer de puiser dans d'autres centres des idées d'émissions et des réalisations. On a vu, dans un autre chapitre du présent rapport, que le programme de décentralisation et d'accroisse-

Another example lies in the commercial area. The Senate report says the CBC is reluctant to abandon the sponsorship concept. The sponsorship concept was all but abandoned by the CBC before the Senate report was issued.

The Senate committee wondered "about the cost efficiency of a broadcasting organization which needs a dollar of input to produce 54 cents worth of program."

The Corporation was unable to find any factual basis for the "54 cents" (54 percent of CBC's operating expenses). It is not supported by research material published as part of the Senate Committee's report. Questions directed to the firm which conducted the research have failed to disclose a source for it.

Table "H", page 537 of Volume II of the Committee's report, "Statement of (CBC) Operations for the Years ended March 31, 1965-69," indicates that in 1969 the actual cost of producing CBC programs, including the International Service, was 64 percent of total CBC expense.

In addition, the cost of distribution and transmission, an essential part of program costs, amounted to a further 13 percent, making a total of 77 percent of expense spent on production and distribution of programs by the CBC. The same percentage was maintained in 1970-71.

Thirty Thousand, Again

As it has since the early days of television in this country, the CBC in 1970 continued to be the major developer and employer of Canadian talent. During the year, the Corporation brought before its television and radio audiences some 30,000 Canadian artists, musicians, commentators, actors and actresses, performers of many kinds; paying fees amounting to \$21,600,000.

In 1969, the comparable figures were 30,000 performers at a total of \$20,500,000; in 1968, 25,700 performers at a total payment for talent amounting to \$19,500,000.

Personnel

Despite the addition of 55 employees, required to staff new stations and facilities which came into operation during the year, the planned reduction in the total number of CBC employees continued.

At year's end the number of CBC employees was 8,872, down 79 from last year's 8,951.

The reduction was effected by not filling jobs left vacant by resignation or retirement.

Commercial

The CBC's advertising revenue dropped slightly in 1970-71 from the unusually high commercial revenue obtained in 1969-70.

Gross advertising revenue in the year just past amounted to \$45,061,000; in 1969-70 gross advertising revenue totaled \$47,033,000.

The overall drop in advertising revenue was confined to television; radio advertising revenue was up slightly.

The drop in television revenues would have been more severe but for a change in sales strategy which made it possible for advertisers to get exposure in a number of programs, to varying degrees and at various times of the year. This was in contrast to previous years when the bulk of television network sales were made on the basis of sponsorship of programs.

Communications Satellites

The Canadian domestic communications satellite Anik, scheduled to be in operation in 1973, figured prominently in CBC planning during 1970-71. While, at year's end, contractual arrangements with Telesat Canada had not been finalized, the CBC fully expects to participate in the facilities that the satellite will make available.

Discussions with Telesat Canada have centred around the CBC leasing three channels on the satellite; to provide for Canada-wide distribution of English and French television network service and to provide full television service in the North.

ment de la participation régionale et locale est au premier rang des préoccupations de la Société depuis plusieurs années : Radio-Canada vient tout juste de mettre la dernière main à une réorganisation qui vise précisément à rehausser le rôle des centres de production régionaux.

Le secteur des ventes nous fournit un autre exemple. Le Comité fait observer que Radio-Canada semble hésiter à abandonner le régime de la « commandite ». Or, ce régime avait été pour ainsi dire entièrement abandonné avant même le dépôt du rapport.

Le Comité soulève encore la question de « la rentabilité d'une entreprise de radiodiffusion qui exige une mise de fonds de un dollar pour chaque 54¢ d'émissions ».

La Société ignore sur quels faits le Comité s'est fondé pour parler de 54¢ (54% des frais d'exploitation). La documentation annexée au rapport du Comité ne contient rien à l'appui de cette affirmation. Interrogée, l'entreprise qui a mené les recherches n'a pu en indiquer la source.

Le Tableau H, page 520 du Vol. II du rapport, intitulé *Compte d'exploitation pour les années terminées le 31 mars, de 1965 à 1969*, indique que la production des émissions de Radio-Canada, Service International compris, a absorbé 64% des frais globaux de la Société en 1969.

La distribution et la diffusion, autres éléments essentiels du coût des émissions, comptent pour 13% des frais de la Société, de sorte que le pourcentage global des frais affectés à la production et à la distribution des émissions de Radio-Canada s'établit à 77%. Cette proportion a été maintenue en 1970-1971.

Trente mille artistes

Ainsi qu'il en est depuis l'avènement de la télévision, Radio-Canada continue d'offrir à nos artistes canadiens leurs meilleurs débouchés. En 1970, quelque 30 000 artistes de toutes catégories : musiciens, commentateurs et comédiens se sont produits à l'antenne de Radio-Canada, qui leur a versé \$21 600 000 en cachets. En 1969, 30 000 artistes avaient touché \$20 500 000 et en 1968, 25 700 artistes, \$19 500 000.

Personnel

Pour mettre en service ses nouvelles stations et installations, Radio-Canada a dû engager 55 personnes, sans pour autant déroger à son programme de compression de l'effectif global, qui se réalise selon les plans.

A la fin de l'année, l'effectif réel était de 8 872, contre 8 951 en 1970, d'où réduction de 79, les démissionnaires et les retraités n'ayant pas été remplacés.

Activité commerciale

Les recettes publicitaires ont fléchi en 1970-1971 par rapport à l'année précédente, qui avait été exceptionnelle. Les recettes brutes ont atteint \$45 061 000, alors qu'en 1969-1970 elles s'étaient montées à \$47 033 000.

Les recettes de la télévision ont été les seules à baisser, celles de la radio ayant augmenté légèrement.

La baisse enregistrée à la télévision aurait été plus marquée si la Société n'avait pas modifié ses méthodes de vente de façon à permettre aux annonceurs de passer leur publicité dans plusieurs émissions et d'en régler le volume selon l'époque de l'année. Par le passé, au contraire, la commandite d'émissions représentait le gros du chiffre d'affaires.

Satellites

Les plans dressés par la Société en 1970-1971 ont donné une place importante à Anik, le satellite canadien qui doit être lancé en 1973. En fin d'année, les négociations avec Telesat Canada en vue d'un contrat n'avaient pas abouti, mais la Société compte être de ceux qui bénéficieront des services offerts par le satellite.

Radio-Canada envisage de louer à Telesat Canada trois voies qui permettraient à ses réseaux français et anglais de télévision d'étendre leur programme au pays entier et d'apporter leur programme intégral au grand Nord.

La station terrienne de la Division des Services anglais sera construite à Allan Park (Ont.), au sud d'Owen Sound, et il y aura

The main ground station for the English Services Division will be located at Allan Park, Ontario, south of Owen Sound, a regional ground station will be situated at Lake Cowichan, British Columbia. The French Services Division will have a network quality ground station at Rivière Rouge, Quebec, north of Calumet.

Other network quality stations will be established to serve major regional production points at Edmonton, Regina, Winnipeg, Halifax and St. John's.

Another 25 ground stations will serve remote television locations, normally at the site of CBC Frontier Coverage Packages.

The Corporation's plans also call for a second audio channel, mostly to carry CBC radio service but which could also be used to carry bilingual TV programs.

une station régionale à Lake Cowichan (C.-B.), tandis que la station terrienne de la Division des Services français sera aménagée à Rivière-Rouge (Québec), au nord de Calumet.

D'autres stations seront mises en service dans les principaux centres de production régionaux (Edmonton, Regina, Winnipeg, Halifax et St-Jean (T.-N.))

Un groupe de 25 stations terriennes desserviront les régions reculées, la plupart en remplacement des émetteurs d'avant-pose actuels.

Radio-Canada se propose aussi de réserver une seconde voie sonore pour acheminer son programme radiophonique, mais qui pourrait servir à transmettre des émissions de télévision bilingue.





PROGRAMS FOR PEOPLE ÉMISSIONS POUR TOUS LES GOÛTS

To provide all kinds of programs for all kinds of people is an essential part of the mandate set forth for the CBC in the Broadcasting Act:

"The national broadcasting service should be a balanced service of information, enlightenment and entertainment for people of different ages, interests and tastes covering the whole range of programming in fair proportion."

To carry out this responsibility, the CBC networks and stations, in television and radio, in French and in English and often in Eskimo and Indian, broadcast hundreds of programs to audiences ranging in number from as few as 500 listeners to a special interest local radio program through 4,000,000 for a network drama to more than 6,000,000 for a hockey game carried on the English and French television networks.

The CBC Research Department measures not only how many people watched or listened to various programs but the degree to which they did or did not appreciate them. This is information of vital importance for program planners and producers.

Audience Research

Audience research in the CBC is essentially a means of keeping the Corporation reliably informed on those characteristics and attributes of the public that are relevant to the planning, production, evaluation and development of CBC broadcasting services. Such characteristics include people's varying tastes and interests, their working and leisure habits, reactions to what they see and hear on television and radio, and their opinions and attitudes and extent of their information on various subjects.

Over the past year the main source of information on audience reactions to television programming has continued to be the Corporation's two (English and French) network audience panels, supplemented as required by special 'ad hoc' surveys. These panels comprise members of the general public so selected by recognised methods of probability sampling, that they represent a proper cross section of adults and teenagers in each network's potential audience.

Panel members not only provide daily records of the extent of their viewing but also express their opinions on each of the programs they happen to have watched that day. These expressions of opinion vary from simple scale measures of the extent to which viewers have enjoyed or otherwise been impressed by what they have seen, to more comprehensive accounts of their reactions to different parts of a program, to individual performers, or to other aspects of program content or format.

While sections of these panels are discarded each successive week and new samples selected in order to minimize any bias that might arise from prolonged panel membership, the panels themselves are continuous throughout the nine months of the fall-winter-spring seasons. By this means the Corporation is able to keep itself constantly informed on the reactions to its network programs of those who actually watch them. Over the past year the information thus obtained from a total sample of some 23,000 has assisted in program development, in detecting trends in the performance of CBC and competitive programs, in forecasting the effects of schedule changes, evaluating pilot programs for new series, servicing CBC Sales operations, and in other ways.

Regular program series with a multiple content of topics or featuring several performers each week frequently require special item-by-item study in order to indicate how much the

Un élément essentiel du mandat fixé à la Société par la Loi sur la radiodiffusion est de fournir une variété d'émissions répondant à une variété de goûts :

« Le service national de radiodiffusion devrait être un service équilibré qui renseigne, éclaire et divertisse des personnes de tous âges, aux intérêts et aux goûts divers, et qui offre une répartition équitable de toute la gamme de la programmation. »

C'est à cette fin que nos réseaux et stations de télévision et de radio diffusent en langues anglaise et française, voire en langues esquimaudes et indiennes, des centaines de milliers d'émissions destinées à des auditoires dont l'importance peut osciller entre 500 personnes pour une émission locale sur un sujet fort spécialisé et 4 millions pour une dramatique passant sur un réseau, ou même 6 millions pour un match de hockey programmé sur les deux réseaux de télévision.

Le Service des recherches de la Société s'intéresse non seulement au nombre de personnes qui ont suivi telle ou telle émission, mais aussi au degré de satisfaction enregistré par l'auditoire. Ces indications servent à orienter le travail des programmeurs et des réalisateurs.

Recherches et sondages

Les recherches et sondages renseignent les responsables de la programmation, de la production, de l'évaluation et de l'expansion de nos services sur les caractéristiques de notre public. Au nombre de ces caractéristiques figurent la diversité de ses goûts et intérêts, ses habitudes de travail et de loisirs, ses opinions sur ce qu'il voit ou entend à la télévision ou à la radio et ses vues, attitudes et connaissances dans divers domaines.

Pendant l'année, Radio-Canada a compté, surtout pour ce genre de renseignements, sur les données que lui fournissent ses deux groupes de contrôle de l'écoute, l'un de langue anglaise et l'autre de langue française, données complétées au besoin par les résultats de sondages spéciaux. La composition des groupes est dictée par une méthodologie statistique sûre qui présente un échantillon équilibré des adultes et jeunes gens formant l'auditoire des réseaux.

Les personnes consultées donnent un relevé des heures passées à l'écoute, leurs impressions, plus ou moins favorables, sur les émissions qu'elles ont suivies et une appréciation personnelle des éléments constitutifs de ces émissions, de tel ou tel participant, ou d'un aspect de leur contenu ou de leur présentation.

Leurs travaux s'étalent sur les neuf mois de grande écoute (été non compris), mais afin d'éliminer autant que possible toute distorsion qu'une participation trop prolongée risquerait de provoquer, certains membres des groupes de contrôle de l'écoute sont remplacés chaque semaine. Ainsi, Radio-Canada reste au fait de l'opinion publique concernant ses émissions; les données reçues cette année des quelque 23 000 membres lui ont permis d'orienter la programmation, de suivre les fluctuations de ses émissions et de la concurrence, de prévoir les répercussions de toute modification de la grille des programmes, d'évaluer les émissions pilotes, d'appuyer les initiatives du service des ventes et lui ont servi à de nombreuses autres fins.

Les émissions hebdomadaires composées d'éléments — sujets, participants — disparates font l'objet d'un examen circonstancié destiné à établir l'apport de chaque élément à l'ensemble. Cette année, les émissions *CBC Weekend*, *Singalong Jubilee* et *Countrtime* ont fait l'objet de ce genre d'examen.

Si certaines recherches portent sur l'appréciation des émissions, d'autres ont pour but de renseigner les programmeurs. Par exemple, un sondage national de l'opinion publique sur certains aspects de la loi régissant l'avortement

different elements of the program are contributing to the whole. Over the past year, *CBC Weekend* has had this regular weekly attention, as have *Singalong Jubilee* and *Countryside*.

A quite different type of research was concerned, not with audience reactions to programs as broadcast, but with providing information required in program planning. One such contribution consisted of a national study of public opinion on certain aspects of the law on abortion, the results of which formed the basis for a *CBC Weekend* program on the subject. A similar contribution to another *Weekend* program involved a national survey of public attitudes to the unemployment situation in English Canada. A third such study, of people's knowledge of Canadian geography, was required for use in the preparation of *The Canadian Travel Test*, a TV network special on travel and vacationing in Canada. Another national survey, which charted the public's views on the subject of population growth, both in Canada and elsewhere in the world, contributed to a special program in *The Nature of Things* series on the subject of over-population.

Different again were a number of studies specially concerned with the extent to which public feeling on a particular issue had subsequently been affected by exposure to a program on which the subject was discussed.

The subjects covered in different programs included pollution, development of the Canadian Arctic, electricity, unemployment, religion and the occult, and Canadian history. The research design that was used, developed on previous studies and described briefly in last year's Report, is a before-after technique that employs two separate probability samples, no re-interview and no matching. Results vary considerably from program to program and are currently being reviewed.

As was the case the year before, a major subject of continuing study in 1970-71 was the impact of cable television on Canadian audiences. A mid-season analysis indicated that, while the CRTC's virtual ban on the expansion of cable into new areas of the country had prevented the very high rates of audience fragmentation of past years, cable TV obviously was proving increasingly popular to those able to use it. A main finding of the study was the widely varying effect of cable expansion in different locations. This depends largely on the type and degree of station competition that is already available to viewers and points up the need for care in generalising about the likely impact of cable in areas where it is not yet available.

A study (begun the year before) of the listening habits and characteristics of the core audience to CBC English and French-language radio, was completed in the year under review. It contributed to the current major review and re-orientation of the CBC radio service — as did a series of special surveys in selected CBC station areas designed to measure the effects of changes in the character of CBC early morning programming.

Another study of radio listening focused on the Ontario-Quebec version of *Radio Noon*, examined the characteristics and interests of its actual and potential audience of farmers and others, and indicated how the appeal of the program could be widened.

Other research conducted over the past year included an intensive study of audience reactions to the various components of *Weekday*, the early evening hour of news and comment on the English TV network's flagship station, CBLT-Toronto; a pre-broadcast study of viewer reactions to *Dynastie des Forsyte* (*The Forsyte Saga*) the results of which contributed to decisions concerning its promotion and scheduling on the French network; a national study of the reactions of 10-15 year olds to the CBC's new weekday afternoon youth series, *Drop-in*; an in-home inquiry into the quality of reception of the signal from CBC French TV network stations; and various special surveys and analyses of available audience and market data designed to promote CBC TV and Radio sales.

a fourni des données qui ont étoffé une émission de *CBC Weekend* sur la question. A une autre émission de *Weekend* figurait une enquête nationale concernant l'attitude du public sur le chômage au Canada anglais. Une troisième enquête a sondé les connaissances géographiques du public, à l'intention des réalisateurs de l'émission *The Canadian Travel Test*, production spéciale du réseau de télévision sur les voyages et les vacances au Canada. Une autre enquête nationale a enregistré les opinions du public sur l'explosion démographique au Canada et dans le monde, en prévision d'une émission spéciale de la série *The Nature of Things* sur le sujet.

D'autres études ont cherché à établir à quel point l'opinion publique sur un sujet donné a pu être influencée par l'écoute d'un débat sur la question.

Au nombre des sujets traités figurent la pollution, le développement de l'Arctique canadien, la houille blanche, le chômage, la religion et les sciences occultes, l'histoire du Canada. La formule de sondage utilisée, mise au point au cours d'études précédentes et décrite brièvement dans le rapport annuel de l'an passé, consiste à recourir, avant et après la diffusion, à deux échantillons distincts, éliminant ainsi tout chevauchement de consultation et la possibilité de rapprochement. Les résultats, qui varient beaucoup d'une émission à l'autre, sont à l'étude.

En 1970-71, la Société n'a cessé d'examiner de près les incidences de la télédistribution sur les auditoires du Canada. Selon une analyse faite en pleine saison, si le freinage presque complet de l'expansion de la télédistribution imposé par le CRTC a mis fin à la fragmentation marquée des auditoires enregistrée les années précédentes, la télédistribution n'en continue pas moins de recruter une large clientèle. Il est surtout ressorti de l'étude que les effets de la télédistribution varient énormément selon les régions et que ces écarts semblent dépendre en grande partie du nombre de stations déjà en place et de l'apréêt de la concurrence qu'elles se livrent. C'est dire qu'il faut être très prudent quand on tente de prévoir les conséquences de l'implantation de la télédistribution dans de nouvelles régions.

La Société a terminé une étude (lancée l'année précédente) qui avait pour but d'établir les caractéristiques et les habitudes d'écoute des fidèles de ses radios, anglaise et française. Elle a tenu compte des conclusions de cette étude dans la réorganisation et la réorientation de ses services radiophoniques, tout comme des résultats des sondages des auditoires de certaines stations visant à déterminer l'accueil qui serait réservé à un programme modifié en début de matinée.

Une autre étude sur l'écoute de la radio a porté sur les caractéristiques et intérêts des agriculteurs et autres personnes formant l'auditoire réel ou virtuel de la version de l'émission *Radio Noon* diffusée en Ontario et au Québec; elle avait pour objet de permettre d'axer l'émission sur leurs goûts.

Au nombre des autres études menées pendant l'année, mentionnons un examen poussé de la réaction des auditeurs devant divers éléments de *Weekday*, émission d'informations et de commentaires qui passe en début de soirée à CBLT (Toronto) et qui forme la pierre angulaire du réseau anglais de télévision; une étude prospective de l'accueil que recevrait *Dynastie des Forsyte*, qui a servi à appuyer les décisions touchant la publicité à faire pour cette émission et la place qu'elle occuperait à l'horaire du réseau français; une étude nationale sur l'attitude des jeunes de 10 à 15 ans à l'égard de la nouvelle émission hebdomadaire *Drop-In*, diffusée l'après-midi; une enquête sur la qualité de la réception du signal des stations du réseau français de même que plusieurs sondages ou analyses des auditoires et des marchés de la radio et de la télévision, à l'intention de nos services commerciaux.

Les dossiers de la bibliothèque du Service des recherches, les résultats des enquêtes et les statistiques sur l'auditoire ont constitué une source de renseignements pour de nombreux organismes : ministères fédéraux et provinciaux, entreprises publiques et privées, annonceurs publicitaires et agences

The Research Department's library records, its survey findings and general store of audience and related data have provided much information in response to day-to-day requests from federal and provincial government departments, business and Crown corporations, advertisers and advertising agencies, educational bodies, welfare and church groups, university staff and students, U.S. and overseas broadcasting organizations, research firms, the general, trade and academic press, commissions and committees of inquiry, and others.

The greater part of the Research Department's work in 1970-71, as in past years, involved the continuing analysis of audience ratings and other broadcasting statistics in order to take stock of CBC network and station performance and to identify and keep track of developing trends.

A review of audience interest in CBC programs is given in the pages which follow.

Audiences to CBC English TV Network Programs

Once again the biggest audience of the year for a single broadcast on the CBC English TV network was for a hockey game — 5.4 million viewers for the third Eastern Division semi-final game between Chicago and Boston in the *National Hockey League Playoffs* for the Stanley Cup. Audiences to other games in the 1970 Stanley Cup series ranged from 5.2 to 3.0 million with an average audience per game of 4.4 million.

Outside of the Stanley Cup the biggest audience for a sports broadcast was for the January 19 *National Hockey League All-Star Game* — 5.0 million. Another sports special to draw a large audience was the November 28 *Grey Cup* final of the CFL football series, between Montreal and Calgary, watched by some 4.0 million viewers. While none of the individual day broadcasts from the *Canada Winter Games* in Saskatoon reached audiences of this size — the biggest audience for a single broadcast on the English network was about 2.5 million — a cumulative audience of about 5.8 million watched at least some part of the English TV network's ten-days coverage of the Games. (Altogether, on both CBC-TV networks, English and French, a total audience of 7.6 million watched some of these Games broadcast.)

Among non-sports programs it was the two and a half hour broadcast of the 1970 *Academy Awards* from Hollywood that drew the biggest cumulative audience of the year — some 5.2 million viewers. An audience of some 4.6 million watched the 1970 *Miss Teenage Canada Pageant* and, in the few weeks of the period under review, weekly audiences averaging about 4.2 million watched the first two episodes of the BBC series *The Six Wives of Henry VIII*. Three other one-occasion broadcasts each attracted audiences of over 4.0 million — two *Bob Hope* programs and a musical featuring Canadian singing star Anne Murray.

Other network specials with audiences of 3.0 million or more included two *Charlie Brown* cartoons (3.9 and 3.2 million), a *Jack Benny* program (3.6 million), three *Wayne and Shuster* comedy hours (3.5, 3.3 and 3.0 million), a *Super Comedy Bowl* salute to U.S. pro football (3.5 million), a profile of hockey star Bobby Orr (3.4 million), and programs starring *Bob Hope* (3.4 million) and *Sammy Davis* (3.1 million).

So much for specials. Among regularly-scheduled programs the biggest audiences, naturally enough, continue to go to those programs most favorably located in prime viewing time when the greatest numbers are available to watch. Programs scheduled in early and late evening hours tend, in general, to draw smaller audiences, afternoon programs much smaller audiences. A further factor largely determining the size of a program's audience is the relative audience appeal of the directly competing programs running concurrently on other channels. These and other program-to-program variations, including differences in coverage and differences in the type of audience at which the program is directed, largely negate any attempt simply to equate gross audience size with relative audience appeal — hence the common misinterpretations

de publicité, conseils scolaires, organismes sociaux ou paroissiaux, facultés et étudiants, radiotélévisions américaines et étrangères, établissements de recherche, presse quotidienne ou professionnelle, commissions et comités d'enquête, etc.

Cette année encore, le gros du travail du Service de recherches a porté sur l'analyse des cotes d'écoute et autres statistiques relatives au rendement des réseaux et des stations ou à l'orientation de l'écoute.

On trouvera aux pages suivantes des renseignements sur l'écoute des émissions de la Société.

Auditoire du réseau anglais de télévision

Encore une fois, le hockey a réuni le plus vaste auditoire d'une seule diffusion. La troisième demi-finale de la division de l'Est pour la coupe Stanley, entre Chicago et Boston, a été suivie par 5.4 millions de fervents. D'autres matches de cette même série ont retenu des auditoires allant de 3 à 5.2 millions de téléspectateurs, la moyenne étant de 4.4 millions.

Si l'on excepte les retransmissions de la coupe Stanley, l'émission sportive qui a retenu le plus vaste auditoire a été le match du 19 janvier, entre les deux sélections de la ligue Nationale de hockey, qui a attiré 5 millions de fervents. La coupe Grey, disputée le 28 novembre par les équipes de football de Montréal et de Calgary, a intéressé 4 millions de téléspectateurs. Individuellement, les Jeux d'hiver canadiens à Saskatoon n'ont pu réunir de tels auditoires, le maximum étant de 2.5 millions de personnes, mais un auditoire global de 5.8 millions a suivi une partie au moins des dix journées de reportages des Jeux diffusés par le réseau anglais de télévision. (Si l'on ajoute à ce chiffre l'auditoire du réseau français de télévision, 7.6 millions de Canadiens ont regardé une partie des Jeux.)

A part les émissions sportives, ce sont les deux heures et demie de reportage des 1970 *Academy Awards*, retransmises d'Hollywood, qui ont retenu l'auditoire cumulatif le plus nombreux, soit quelque 5.2 millions de téléspectateurs. Environ 4.6 millions de personnes ont regardé le *Miss Teenage Canada Pageant* de 1970 et, tout récemment, les deux premiers épisodes de la série *The Six Wives of Henry VIII*, réalisés par la BBC, ont réuni des auditoires de 4.2 millions. Trois autres émissions ont dépassé les 4 millions, deux mettant en vedette le comédien *Bob Hope*, l'autre la chanteuse canadienne *Anne Murray*.

Des auditoires supérieurs à 3 millions ont été enregistrés par les deux bandes animées *Charlie Brown* (3.9 et 3.2 millions), *Jack Benny* (3.6 millions), les trois présentations de *Wayne and Shuster* (3.5, 3.3 et 3 millions), l'émission *Super Comedy Bowl* en l'honneur du football professionnel américain (3.5 millions), une vignette de Bobby Orr, étoile du hockey (3.4 millions), une émission mettant en vedette *Bob Hope* (3.4 millions) et une autre *Sammy Davis* (3.1 millions).

Voilà pour les émissions spéciales. Quant aux émissions régulières, ce sont — et il n'y a pas à s'en étonner — celles qui occupent les meilleurs emplacements à l'horaire qui attirent le plus de téléspectateurs. Les émissions programmées en début et en fin de soirée ont tendance, en général, à réunir des auditoires moins nombreux, quoique supérieurs encore à ceux des émissions de l'après-midi. Un autre facteur déterminant de la taille de l'auditoire d'une émission est l'attrait relatif qu'exercent les émissions diffusées à la même heure sur d'autres canaux. Ces facteurs, ainsi que d'autres qui varient avec les émissions, par exemple les écarts de rayonnement et les genres d'auditoires visés, font qu'il est à peu près futile de chercher à établir une corrélation entre l'importance de l'auditoire brut d'une émission et l'attrait relatif qu'elle exerce sur le public.

Ceci dit, voici les séries à l'antenne de Radio-Canada qui ont atteint en pleine saison une forte écoute moyenne : en première place, *Walt Disney* (5 millions), puis *Rainbow Country*, production de Radio-Canada (4 millions), *Partridge Family* (3.9 millions) et *Saturday Night Hockey* (3.7 millions); le *Bill Cosby Show*, *The Interns*, *Red Skelton*, *Bugs Bunny* et *Ed Sullivan* (3.5 à 3 millions); *Laugh-In*, *Front Page Challenge* et *Sunday at Nine* (de 3 à 2.5 millions); *Bold Ones*, *Tommy Hunter*,

of program rankings in the 'top ten' and 'top twenty'.

This understood, the following were the regular CBC series with the biggest audiences in mid-season: first, *Walt Disney* with 5.0 million viewers followed by the CBC-produced *Rainbow Country* with 4.0 million, the *Partridge Family* with 3.9 million and *Saturday Night Hockey* with 3.7 million. Between 3.5 and 3.0 million came the *Bill Cosby Show*, *The Interns*, *Red Skelton*, *Bugs Bunny* and *Ed Sullivan*. Next, with audiences between 3.0 and 2.5 million were *Laugh-In*, *Front Page Challenge* and *Sunday At Nine*. Then came *The Bold Ones*, *Tommy Hunter*, *Countrytime*, *The Odd Couple*, *Men At Law* and *Telescope*, each with audiences in the 2.4 to 2.1 million range. Then the *National News*, *Somerset Maugham Theatre* and *Beverly Hillsbillies* (each 1.8 million), *Weekend et Julia* (each 1.7 million), the *Audubon Wildlife* series, *Hymn Sing* and *Reach For The Top* (each 1.5 million). Other regular CBC network series averaging audiences in mid-season in excess of 1 million were *Tuesday Night*, *The Nature of Things*, *This Land*, and the afternoon children's series *Banana Splits*.

Some individual programs and program series were found to have made a specially favorable impression on those who watched them. Notably among these, with exceptionally high levels of viewer appreciation as measured by the CBC audience panel, were two programs on the Canadian outdoors: *The Living Arctic*, a two-hour documentary on the people and wildlife of the arctic regions and on the threat posed by increasing industrialisation, and *Tommy Tompkins: Bushman*, a repeat of the much acclaimed 1969 broadcast dealing with the terrain and wildlife of some of the remote corners of western and north-west Canada.

The undiminished interest of Canadian viewers in this type of outdoor-nature programming was also reflected in the enthusiastic reception given to such programs as *Nis'ku*, a study of the wild goose of North America; *Audubon*, a film biography of the great naturalist Jean-Jacques Audubon; *Say Goodbye*, a documentary on several vanishing wildlife species; *The Water Planet*, a Jacques Cousteau program on marine ecology; *Volcano*, a film of a volcanic eruption in an off-shore island of Iceland; several wildlife programs in the *This Land* series, *A Celebration of Swans*, a study of the rare trumpeter swan in its natural habitat; and the entire *Audubon Wildlife Theatre* series.

Nor does there appear to be any lessening of audience interest in programs dealing specifically with pollution and land conservation. Virtually all programs on this subject in the *This Land* series were much enjoyed and otherwise highly rated by those who watched them, as were two sub-series of *The Nature of Things* — one dealing with the need for conservation of remaining natural wildlife areas, the other focusing on problems of pollution control in the Great Lakes.

Other programs that were specially well-received by their audiences this past year included *The Magnificent Gift*, a review of the history of the fur trade in Canada; *Flight 751*, an en route commentary on Canada's Northwest Territories; a *Man At The Center* profile of 19th century Canadian artist Paul Kane, and a short series on perception and the senses; a *World of Music* program on ballerina Margot Fonteyn; a centennial musical tribute to Viennese composer Franz Lehar; the BBC's *Six Wives of Henry VIII* and *The Forsyte Saga*; the *National News*; an *Encounter* interview with the Prime Minister; the regular series *Hymn Sing* and *Front Page Challenge*; repeat broadcasts in *The Nature of Things* series on cystic fibrosis and cancer and on the research being undertaken in these fields;

Telescope programs on singer Anne Murray, ex-RCMP Commissioner George McClellan and on the new Cunard liner Queen Elizabeth II; the various stages of the *Apollo XIV* flight from launch to splashdown; the science series *The World We Live In*; *The Wonderful World of Disney*; the U.S. medical drama *The Interns* and the seven-part CBC medical drama series *Corwin*; several programs in the afternoon *Take Thirty* series on such varied topics as child psychology, advertising, unemployment, venereal disease, adoption, Newfoundlanders

Countrytime, *The Odd Couple*, *Men At Law* et *Telescope* (2.4 à 2.1 millions); le *Téléjournal*, *Somerset Maugham Theatre* et *Beverly Hillsbillies* (1.8 millions); *Weekend et Julia* (1.7 millions); *Audubon Wildlife*, *Hymn Sing* et *Reach For The Top* (1.5 millions). Parmi les autres séries de Radio-Canada qui ont franchi le seuil du million en pleine saison figurent *Tuesday Night*, *The Nature of Things*, *This Land* et la série enfantine *Banana Splits*, l'après-midi.

Certaines émissions ou séries ont trouvé beaucoup de faveur auprès de ceux qui les ont suivies, selon les données fournies par le groupe de contrôle de l'écoute de Radio-Canada. Deux émissions sur la vie au grand air ont enregistré une cote d'appréciation extrêmement élevée : *The Living Arctic*, documentaire de deux heures sur la population et la faune des régions arctiques et sur la menace d'une industrialisation accrue, et *Tommy Tompkins : Bushman*, nouvelle présentation d'une émission fort appréciée en 1969 sur la topographie et la faune des régions reculées de l'Ouest et du Nord-ouest canadiens.

Les émissions d'histoire naturelle ne perdent pas de leur vogue, ainsi qu'en témoigne l'accueil fait à ce genre d'émissions *Nis'ku*, étude de l'oie sauvage de l'Amérique du Nord; *Audubon*, biographie filmée du grand naturaliste Jean-Jacques Audubon; *Say Goodbye*, documentaire sur les espèces en voie de disparition; *The Water Planet*, émission de Jacques Cousteau sur l'écologie marine; *Volcano*, film d'une éruption volcanique dans une île au large de l'Islande; les émissions sur la faune dans la série *This Land*; *A Celebration of Swans*, étude du cygne trompette dans son milieu naturel, et toute la série *Audubon Wildlife Theatre*.

Les Canadiens ne cessent de se préoccuper vivement des problèmes de la pollution et de la protection des sites. A peu près toutes les émissions consacrées à ces sujets dans la série *This Land* ont été fort appréciées de leur public. Il en a été de même de deux cycles de la série *The Nature of Things*, l'un consacré à la conservation des régions sauvages qui nous restent, l'autre au contrôle de la pollution dans les Grands lacs.

Au nombre des autres émissions qui ont eu beaucoup de faveur cette année figurent : *The Magnificent Gift*, historique du commerce des fourrures au Canada; *Flight 751*, les Territoires du Nord-Ouest vus des airs; une vignette de Paul Kane, artiste canadien du XIX^e siècle, dans la série *Man At The Center*; une courte série d'émissions sur les sens et la perception; une émission de la série *World of Music*, consacrée à la ballerine Margot Fonteyn; une émission musicale à l'occasion du centenaire du compositeur viennois Franz Lehar; les émissions *Six Wives of Henry VIII* et *The Forsyte Saga*, réalisées par la BBC; le *Téléjournal national*; une rencontre avec le Premier ministre, intitulée *Encounter*; les émissions hebdomadaires des séries *Hymn Sing* et *Front Page Challenge*; une reprise des émissions de la série *The Nature of Things*, traitant de la fibrose kystique, du cancer et des recherches effectuées dans ces deux domaines; les émissions de la série *Telescope*, consacrées à la chanteuse Anne Murray, à l'ancien commissaire de la Gendarmerie Royale George McClellan, et au nouveau transatlantique Queen Elizabeth II, de la ligne Cunard; les diverses étapes de la mission *Apollo XIV*, depuis le lancement jusqu'à l'amerrissage; la série scientifique *The World We Live In*; *The Wonderful World of Disney*; la série médicale américaine *The Interns* et les sept émissions de la série médicale canadienne *Corwin*; plusieurs émissions de la série *Take Thirty*, passant dans l'après-midi et consacrées à une variété de sujets tels la psychologie enfantine, la publicité, le chômage, les maladies vénériennes, l'adoption, les Terre-Neuviens à Toronto, la santé et la nutrition, et la visite des sites pittoresques ou intéressants du Canada; le *Tournament of Roses Parade*, à Pasadena; et, parmi les émissions de la série *Tuesday Night*, un documentaire sur le projet d'abandon du service transcanadien par le Canadien Pacifique, une vignette du contre-espion britannique *Kim Philby*, une émission sur la vente des eaux canadiennes aux Etats-Unis, un documentaire sur les avalanches et un deuxième reportage de Michael MacLear sur le Nord-Viet-Nam, recueilli sur place.

in Toronto, health and nutrition, and including several visits to beauty spots and points of interest throughout the country; the annual *Tournament of Roses Parade* from Pasadena; and in the *Tuesday Night* series, a documentary on the Canadian Pacific Railway's plan to discontinue its trans-continental service, a profile of British counter-espionage agent Kim Philby, a program on the sale of Canadian water to the U.S.A., a documentary on avalanches, and another on-the-spot report by Michael Maclear on North Vietnam.

Many of these above-mentioned programs that were so highly appreciated by those who watched them were designed to cater for minority tastes. Yet it is to be noted that in most cases their audiences were far from tiny. ➤

Several of these series with substantial informational as well as entertainment content (such as *This Land*, *Tuesday Night*, *Audubon Theatre* and *The Nature of Things*) regularly attracted audiences of close to a million and a half viewers; and many of the one-occasion programs in this category (like *Nis'ku*, *The Living Arctic*, *The Magnificent Gift*, *Tommy Tompkins* and those on Jean-Jacques Audubon and Franz Lehar) had audiences ranging from a million and a half to over two and a half million. Other such programs with less than full network coverage have attracted comparably large audiences in those areas where they are available. If all these are to be regarded merely as 'minority' audiences one can only add that, by Canadian standards, they are fairly substantial minorities.

In the field of sport this list of most enjoyed programs (in addition to those mentioned above) included the entire CFL Football and *Saturday Night Hockey* series; the *Baseball World Series*; the *Kentucky Derby* and *Canadian International Championship Stakes*; coverage of the 1971 *Canadian Curling Championship* from Quebec City and the final game of the *World Curling Championship* from France; the annual *Masters Golf Tournament*; and the *English F.A. Cup Final*.

Audiences to CBC French Network Radio

In the course of a typical mid-season week in 1970-71, some 650,000 people tune in to one of the seven CBC-owned stations, and a similar number listen to the network's AM programs on one or other of the CBC's affiliated stations.

Daily at 8 a.m. Monday through Friday, *Le Monde ce matin* draws more than 200,000 listeners, and at 11.30 a.m. *Les Joyeux Troubadours*, who this year are celebrating their 30th anniversary, continue to delight a daily audience of 175,000 fans. About 80,000 listeners to these two programs tune in to CBC stations. Several other news programs from Monday to Friday or on weekends draw between 100,000 and 150,000 listeners.

Several "specials" reached wide audiences of adults and teenagers: the *Election Night* coverage drew 200,000 listeners; the *Baseball World Series*, 147,000 and the *Grey Cup Game*, 113,000.

Another highlight of the year was the introduction of *Studio 11*, a potpourri of program items which runs from 9.30 to 11.30 a.m. Monday to Friday. Other noteworthy productions include a Sunday series of six operatic programs and 21 concerts, nine of which were produced elsewhere than in Montreal.

Audiences to CBC English Network Radio

While individual CBC radio stations continue to draw relatively small shares of the total listening audience in the areas they serve, the greater part of this audience going to the mass of privately-owned stations (numbering as many as 25-30 in some areas), the combined network of CBC stations across the country carries a wide variety of information, sports, music, drama, arts and other programs to a substantial number of listeners. In mid-season 1970-71, an estimated three and a quarter million people spent some time in the course of an average week listening to CBC radio on one or other of the owned or affiliated stations of the full CBC English-language network. Just over half this number listened on a CBC-owned station.

Beaucoup de ces émissions, conçues pour un auditoire spécialisé, n'en ont pas moins attiré de nombreux téléspectateurs.

Plusieurs séries qui s'attachent tout autant à l'information qu'au divertissement (*This Land*, *Tuesday Night*, *Audubon Theatre* et *The Nature of Things*) ont intéressé près d'un million et demi de téléspectateurs, et certaines des émissions spéciales (*Nis'ku*, *The Living Arctic*, *The Magnificent Gift*, *Tommy Tompkins*, *Jean-Jacques Audubon* et *Franz Lehar*) ont été suivies par des auditoires variant de un million et demi à deux millions et demi de personnes. D'autres émissions, sans être diffusées sur le réseau entier ont quand même attiré un auditoire imposant, compte tenu de l'étendue des régions desservies. Certes, ce sont là des auditoires minoritaires, mais il reste que, dans le contexte canadien, ce sont là des minorités nombreuses.

Dans le domaine des sports, la liste des émissions préférées (en plus de celles déjà mentionnées) comprend toute la série des matches de football canadiens, CFL Football, la série *Saturday Night Hockey*, les émissions *Baseball World Series*, le *Kentucky Derby*, le *Canadian International Championship Stakes*; la retransmission, de Québec, du championnat de curling canadien pour 1971, la finale du championnat de curling du monde disputée en France, le *Masters Golf Tournament* et la finale pour la coupe de football britannique.

Auditoire du réseau français de radio

Au cours d'une semaine typique en mi-saison 1970-71, quelque 650,000 personnes prennent l'écoute de l'une des sept stations de Radio-Canada. Un nombre comparable d'auditeurs suit les émissions du réseau (MA) à l'une des stations affiliées à Radio-Canada.

Chaque jour, du lundi au vendredi, l'émission de nouvelles *Le Monde ce matin* (8 h) attire plus de 200,000 auditeurs. A 11 h 30, *les Joyeux Troubadours*, qui célébraient cette année leur 30^e anniversaire, continuent de divertir un auditoire quotidien de 175,000 personnes. Pour ces deux émissions, les stations de Radio-Canada réunissent environ 80,000 auditeurs. Plusieurs autres émissions de nouvelles, du lundi au vendredi ou en fin de semaine, rassemblent entre 100,000 et 150,000 auditeurs.

Plusieurs émissions hors série ont touché un important auditoire parmi les adultes et les adolescents : la *Soirée des élections* a été suivie par 200,000 personnes, tandis que *les Séries mondiales de baseball* en touchaient 147,000 et la *Joute de la Coupe Grey* 113,000.

L'année fut aussi marquée par le lancement de *Studio 11*, au contenu assez varié, qui occupe le bloc de 9 h 30 à 11 h 30, du lundi au vendredi. A signaler aussi, une série de six opéras-concerts et 21 concerts diffusés le dimanche, dont neuf ont été réalisés ailleurs qu'à Montréal.

Auditoire du réseau anglais de radio

Bien que nos stations radiophoniques, prises individuellement, n'aient pu réunir qu'une assez faible proportion de leur auditoire virtuel, la part du lion allant aux nombreuses stations privées (jusqu'à 25, même 30, dans certaines régions), il reste que l'ensemble des stations du réseau national diffusent un éventail d'émissions — information, sports, musique, théâtre, culture — qui retiennent un auditoire assez important. En pleine saison 1970-71, au cours d'une semaine moyenne, environ 3 250 000 personnes prenaient l'écoute de l'une des stations — de Radio-Canada ou affiliée — qui forment le réseau radiophonique de langue anglaise. A elles seules, les stations de Radio-Canada comptaient pour un peu plus de la moitié de cette écoute.

Comme par le passé, les émissions régulières de réseau qui ont atteint les plus fortes écoutes moyennes, avec divers agencements de stations de Radio-Canada et des stations affiliées, étaient toutes consacrées aux informations : 9 am *Weekday News*, 9 am *Saturday News*, le radiojournal quotidien de 8 h, *The World at Eight*, et *Sunday Magazine*, tour d'horizon dominical de l'actualité à 9 h, qui ont toutes un auditoire de 400 000 à 450 000 personnes. Le radiojournal *The World at Six* (18 h) et *Sunday Night Hockey* ont un public moyen de

In 1970-71 as in previous years, the regularly-scheduled programs with the biggest average-day audiences, on various combinations of CBC-owned and affiliated stations, were all news programs: the 9 am Weekday News, the 9 am Saturday News, the 8 am weekday newscast *The World at Eight* and the Sunday morning news round-up *Sunday Magazine* — each with average audiences in the 400-450,000 range. The 6 pm weekday newscast *The World at Six* drew an average 250,000 audience as did *Sunday Night Hockey*. Other programs with average audiences of over 150,000 were Sunday's 8 am News, *The Gardener* (8.30 am), *Neighbourly News* (8.45 am) and *Capital Report* (12.15 pm), and the weekday 4.00 pm *Canadian Round-up*.

Audiences to CBC French TV Network Programs

CBC productions continue to head the popularity lists on the French TV network. Three shows — *Moi et l'autre*, *Quelle Famille!* and *Rue des Pignons* — draw over 2 million viewers each week, while *Le Paradis Terrestre*, *Zoom*, *La Soirée du Hockey*, *Ma Sorcière Bien-aimée*, *A la Seconde*, *Donald Lautrec "Chaud"*, and the new serial *Mont-Joye* attract audiences in the 1,200,000 to 1,700,000 bracket. Ten of these eleven shows, comprising three serials, two situation comedies, two variety shows, two sports programs and a quiz show, are CBC-produced; the eleventh, *Ma Sorcière Bien-aimée*, is the French version of a U.S. program, *Bewitched*.

The French TV network's prestige series *Les Beaux Dimanches* is a showcase for drama, music and documentaries. The ten dramatic productions aired between April 1970 and January 1971 drew audiences averaging 1,300,000. Canadian productions such as *Hold-Up*, *Une Maison*, *Un jour, Marie-Emma* and *Voyage de Noces* averaged 450,000 viewers, Gounod's opera *Faust* was seen by 900,000, while the sixteen documentaries drew, on average, some 800,000 viewers.

Again this year, a number of "specials" attracted large audiences. The French network's *Election Night* coverage from Quebec City on April 29, 1970 was followed by an audience of 2,200,000. *Canada Day* at the *Osaka World Exhibition* (May 26) drew 1½ million viewers, while the audience to the *Grey Cup* telecast on November 28 numbered 1,800,000. The year-end show *Bye Bye '70* was seen on December 31st by over a million persons and the re-run the next day, January 1st, attracted just as many viewers.

Some 2,250,000 persons saw some phase of the complex Apollo XIV mission during the more than 15 hours of TV coverage of the event by the CBC. Exclusive TV coverage of the Canada Winter Games in Saskatoon was provided by the CBC, and between February 13 and 21, 1971 the audience totalled 1,650,000. Two other "specials" drew large audiences in February. The first, tracing the career of Jean Béliveau, attracted no fewer than 1,250,000 viewers, and the second, the annual telecast of the *Quebec Winter Carnival* night parade, drew an audience 900,000 strong.

While many French network shows are not aimed at such large audiences, they nevertheless have loyal and highly appreciative audiences. Included in this category are the newsmagazines *Format 60* and *Format 30*; the show for motorists, *Prenez le volant*; the women's magazine *Femme d'Aujourd'hui*; the religious service *Le Jour du Seigneur* and the religious programs *Cinq D* and *Visages de l'Eglise*.

250 000 personnes. D'autres émissions ont une écoute moyenne dépassant 150 000 : *Sunday 8 am News*, *The Gardener* (8 h 30), *Neighbourly News* (8 h 45), *Capital Report* (12 h 15) et, enfin, *Canadian Round-up*, qui passe en semaine à 16 h.

Auditoire du réseau français de télévision

Les émissions produites par Radio-Canada continuent d'être les plus populaires au réseau français. *Moi et l'autre*, *Quelle famille!* et *Rue des Pignons* réunissent chaque semaine plus de deux millions de spectateurs. *Le Paradis terrestre*, *Zoom*, *les Soirées du Hockey*, *Ma Sorcière bien-aimée*, *A la Seconde*, *Donald Lautrec "chaud"* et le nouveau téléroman *Mont-Joye* en comptent entre 1,200,000 et 1,700,000. Dix de ces onze émissions sont des réalisations de Radio-Canada : trois téléromans, deux séries comiques, deux émissions de variétés, deux émissions de sport et un jeu-questionnaire, tandis que *Ma Sorcière bien-aimée* est une série filmée américaine.

Série de prestige du réseau français, *les Beaux Dimanches* présentent soit des émissions de théâtre, soit des émissions musicales et des documentaires. Les dix émissions de théâtre programmées d'avril 1970 à janvier 1971 ont attiré une moyenne de 1,300,000 spectateurs. Les réalisations entièrement canadiennes (*Hold-up*, *Une Maison*, *Un jour, Marie-Emma* et *Voyage de noces*) ont touché en moyenne 450,000 spectateurs, l'opéra *Faust* de Gounod, 900,000.

Au chapitre des documentaires, les seize émissions diffusées ont réuni un auditoire moyen de 800,000 personnes.

Plusieurs émissions hors série ont, cette année encore, retenu des auditoires considérables : le reportage de *la Soirée des élections* du 29 avril 1970 (Québec) a été suivi par 2,200,000 personnes; la *Journée du Canada* à l'Exposition Universelle d'Osaka, au Japon (26 mai), a attiré un million et demi de spectateurs; la joute de *la Coupe Grey* a atteint 1,800,000 auditeurs; le 31 décembre, le spectacle de fin d'année *Bye Bye '70* a été vu par plus d'un million de personnes; sa reprise, le 1^{er} janvier 1971, a réuni un auditoire aussi imposant.

Au cours des quinze heures de reportage de la mission *Apollo XIV*, quelque 2,250,000 téléspectateurs ont suivi l'une ou l'autre phase de cette mission complexe. Les retransmissions, en exclusivité, des *Jeux d'hiver canadiens* tenus à Saskatoon, entre le 13 et le 21 février 1971, ont attiré 1,650,000 auditeurs. Toujours en février, une émission consacrée à la carrière de Jean Béliveau a intéressé pas moins de 1,250,000 fervents, alors que le reportage annuel du *Défilé de nuit du Carnaval de Québec* a retenu 900,000 spectateurs.

Un bon nombre d'émissions du réseau français de télévision ne visent pas un auditoire aussi vaste. Elles touchent cependant un public fidèle, qui les apprécie hautement. Signalons entre autres les magazines d'actualité *Format 60* et *Format 30*, la chronique de l'automobile *Prenez le volant*, le magazine féminin *Femme d'aujourd'hui*, l'office religieux *le Jour du Seigneur* et les émissions religieuses *Cinq D* et *Visages de l'Eglise*.



Country Canada: Ron Neily



Bruce Cockburn

FINANCIAL REVIEW

RAPPORT FINANCIER

Operations

Total expense of \$218,139,300 for the year including \$7,434,700 interest on loans to finance the acquisition of capital assets, increased by \$10,106,000 or 4.9% over that of the preceding year. Total expense does not include the payment of principal instalment on capital loans amounting to \$6,299,900.

Gross advertising revenue of \$45,060,700 showed a decrease of \$1,971,800 or 4.2% from last year. Revenue of the television service was \$42,850,400 and the radio service \$2,210,300. Combined, these revenues equalled 21.8% of the Corporation's expense, excluding depreciation and amortization, as compared to 23.8% in 1969/70.

The parliamentary payment of \$166,000,000 for the fiscal year, providing for the net cost of operations, including repayment of principal instalment on Canada Loans but excluding depreciation and amortization, was under-expended by \$60,700.

The parliamentary payment for the fiscal year remained the same as for the prior fiscal year. The Corporation was able to meet increased operating costs as well as cover off reduced advertising revenue, within the amount provided.

Radio Service

The cost of programs, distribution and transmission of the radio service amounted to \$36,737,600, an increase of 8.1% over the cost of \$33,999,200 for the previous year.

Extensions and improvements in the radio service included the commencement of operation of a French language radio station at Windsor, Ontario and 21 low power relay transmitters. In addition, it included —

- increase of 5.3% in station broadcast hours from 267,723 to 281,981;
- increase of 0.2% in hours of network and local programs originated by individual stations from 101,203 to 101,385;
- extension of the networks by 1,408 miles to a total of 28,060 miles.

Television Service

The cost of programs, distribution and transmission of the television service amounted to \$127,283,800, which was an increase of 5.5% over the cost of \$120,682,100 for the previous year.

Extensions and improvements in the television service included the commencement of 1 French language frontier television station and 5 rebroadcasting stations. In addition, it included —

- increase of 10.8% in station broadcast hours from 89,769 to 99,442;
- increase of 0.8% in hours of network and local programs originated by individual stations from 28,804 to 29,037;
- extension of the networks by 206 miles to 11,452 miles;
- increase of telecasting in color to an average of 57 hours weekly on the English network and 57 hours weekly on the French network in the fall and winter schedule. This compares with an average of 55 hours weekly on the English network and 51 hours weekly on the French network last year.

Other Operating Expense

Payments to private stations together with commissions to agencies and networks amounted to \$10,203,600, which was a decrease of 8.1% from last year, and represented 22.6% of the gross advertising revenue compared to 23.6% last year. The reduction related to the decrease in advertising revenue.

Operational supervision and services amounted to \$17,812,000 which was an increase of 5.8% over the previous year.

Exploitation

Les frais d'exploitation de l'année, qui se sont chiffrés à \$218 139 300, y compris \$7 434 700 d'intérêts sur les emprunts d'équipement, ont augmenté de \$11 100 800, soit de 4.9% par rapport à l'année précédente. Un versement de \$6 299 900 à valoir sur le capital emprunté ne figure pas dans ces frais.

Les recettes publicitaires brutes ont atteint \$45 060 700, soit \$1 971 800 (4.2%) de moins que l'an dernier. La part de la télévision a été de \$42 850 400, celle de la radio de \$2 210 300. Au total, ces recettes représentent 21.8% des frais de la Société, dépréciation et amortissements non compris, contre 23.9% en 1969-1970.

Compte tenu du remboursement à valoir sur les prêts consentis par l'Etat, mais compte non tenu de la dépréciation et des amortissements, il est resté un excédent de \$60 700 sur les \$166 000 000 versés par le Parlement au titre des frais d'exploitation de l'exercice.

Le Parlement a versé, au titre des frais d'exploitation, le même montant que l'an passé. La Société a bouclé son budget malgré la hausse de ces frais et le fléchissement des frais publicitaires.

Radio

La réalisation, la distribution et la diffusion des émissions de radio ont coûté \$36 737 600, contre \$33 999 200 l'an dernier (augmentation de 8.1%).

L'extension et l'amélioration de la radio se sont poursuivies, notamment par la mise en service d'une station de langue française à Windsor (Ontario) et de 21 émetteurs-relais de faible puissance. En outre :

- les heures de diffusion-station ont augmenté de 5.3%, ayant été portées de 267 723 à 281 981;
- les heures d'émissions, de réseau ou locales, réalisées par les stations, ont augmenté de 0.2%, étant passées de 101 203 à 101 385;
- les réseaux ont été prolongés de 1 408 milles et atteignent maintenant 28 060 milles.

Télévision

La réalisation, la distribution et la diffusion des émissions de télévision ont coûté \$127 283 800, contre \$120 682 100 l'an passé (augmentation de 5.5%).

Au chapitre de l'extension et de l'amélioration de la télévision figure la mise en service d'un émetteur d'avant-poste de langue française et de 5 réémetteurs. En outre :

- les heures de diffusion-station ont augmenté de 10.8%, ayant été portées de 89 769 à 99 442;
- les heures d'émissions, de réseau et locales, réalisées par les stations, ont augmenté de 0.8%, ayant été portées de 28 804 à 29 037;
- les réseaux ont été prolongés de 206 milles et atteignent maintenant 11 452 milles;
- la moyenne hebdomadaire des émissions en couleur est passée de 55 à 57 heures au réseau anglais et de 51 à 57 heures au réseau français, pendant les saisons d'automne et d'hiver.

Autres frais d'exploitation

Les versements aux stations affiliées et les commissions payées aux agences et aux réseaux se sont chiffrées à \$10 203 600 (diminution de 8.1% sur l'exercice précédent). Ce montant représente 22.6% des recettes publicitaires brutes, contre 23.6% l'an dernier. Cette baisse correspond à la diminution des recettes publicitaires.

External services, together with emergency broadcasting, totalled \$4,604,900, for a decrease of 2.9% from the previous year.

Selling expense and general administration of \$14,062,500 increased \$425,500 or 3.1% over the \$13,637,000 amount reported last year.

Interest on Loans

Interest paid on loans amounted to \$7,434,700 and increased \$1,367,000 over the interest of \$6,067,700 paid the previous year. The sum required to pay for interest on loans is provided in the parliamentary payment and is included in the total shown for net cost of operations.

Accounts Receivable

Decreased \$1,031,700 or 12.6% from last year mainly due to a lower sales volume in the final quarter of the fiscal year.

Capital Assets

Capital assets, at \$215,860,200 increased by \$26,461,900 during the year from \$189,398,300: \$21.4 million was employed for consolidation of facilities; \$1.4 million for extensions and improvements to coverage, distributed 74% to television and 26% to radio; and the remainder of \$3.6 million for additions and replacements to existing plant.

Equity of Canada

The equity of Canada in the Corporation amounting to \$137,811,400 at March 31, 1971, included \$111,005,100 Canada loans to finance the acquisition of capital assets, \$13,015,500 as surplus retained to meet future operating expenditures and the balance of \$13,790,800 as proprietor's equity account.

Audit

In accordance with Section 46 of the Broadcasting Act, the accounts and financial statements of the Corporation are examined by the Auditor General of Canada and his report, in compliance with the requirements of section 87 (3) of the Financial Administration Act, accompanies this report.

Les frais au chapitre de la surveillance et des services d'exploitation se sont montés à \$17 812 000, ayant augmenté de 5.8% par rapport à l'an passé.

Les services extérieurs et d'urgence ont coûté \$4 604 900 (diminution de 2.9% sur l'an dernier).

Les dépenses globales au chapitre des frais de vente et de l'administration générale ont augmenté de \$425 500 (3.1%) par rapport à l'année précédente (\$13 637 000).

Intérêts sur emprunts

Les intérêts versés sur les emprunts ont été de \$7 434 700, contre \$6 067 700 l'an passé, d'où augmentation de \$1 367 000; ils sont compris dans le paiement de l'Etat et font partie des frais d'exploitation.

Débiteurs

Il y a eu diminution de \$1 031 700 (12.6%) par rapport à l'année précédente, du fait surtout d'un ralentissement des ventes pendant le dernier trimestre de l'exercice.

Actifs immobilisés

L'actif immobilisé a augmenté de \$26 461 900 et il est passé de \$189 398 300 à \$215 860 200. Le regroupement de nos installations a absorbé 21.4 millions de dollars, alors que 1.4 million ont servi à l'extension et à l'amélioration du rayonnement de la télévision (74%) et de la radio (26%). Le solde (3.6 millions) a été affecté aux équipements d'appoint ou de remplacement.

Apport de l'Etat

Au 31 mars 1971, l'Etat avait investi dans la Société \$137 811 400, dont \$111 005 100 en prêts consentis pour l'acquisition d'actifs, \$13 015 500 au poste des excédents affectés aux frais d'exploitation futurs et \$13 790 800 au titre du fonds effectif.

Vérification

En conformité de l'article 46 de la Loi sur la radiodiffusion, l'Auditeur général du Canada a vérifié les comptes et les états financiers de la Société, et son rapport est reproduit ici selon les exigences du paragraphe 3 de l'article 87 de la Loi sur l'administration financière.

Ottawa, June 28, 1971

To: The Canadian Broadcasting Corporation
and
The Honourable Gérard Pelletier,
Secretary of State,
Ottawa.

Sirs,

I have examined the accounts and financial statements of the Canadian Broadcasting Corporation for the year ended March 31, 1971. My examination included a general review of the accounting procedures and such tests of accounting records and other supporting evidence as I considered necessary in the circumstances.

In compliance with the requirements of section 46 of the Broadcasting Act and of section 87 of the Financial Administration Act, I report that, in my opinion:

- (a) proper books of account have been kept by the Corporation;
- (b) the financial statements of the Corporation
 - (i) were prepared on a basis consistent with that of the preceding year and are in agreement with the books of account,
 - (ii) in the case of the balance sheet, give a true and fair view of the state of the Corporation's affairs as at the end of the financial year, and
 - (iii) in the case of the statement of operations, give a true and fair view of the operations of the Corporation for the financial year, and
- (c) the transactions of the Corporation that have come under my notice have been within the powers of the Corporation under the Broadcasting Act, the Financial Administration Act and any other Act applicable to the Corporation.

Yours faithfully,



Auditor General of Canada.

Ottawa, le 28 juin 1971

La Société Radio-Canada
et
L'honorable Gérard Pelletier,
Secrétaire d'Etat,
Ottawa.

Messieurs,

J'ai examiné les comptes et les états financiers de la Société Radio-Canada pour l'année terminée le 31 mars 1971. J'ai également passé en revue les méthodes comptables et fait procéder à toute vérification des écritures et des documents à l'appui qui me semblait être dictée par les circonstances.

En conformité de l'article 46 de la Loi sur la radiodiffusion et de l'article 87 de la Loi sur l'administration financière, je déclare que :

- a) la Société a tenu les livres de comptabilité appropriés;
- b) les états financiers de la Société
 - (i) ont été préparés sur une base compatible avec ceux de l'année précédente et sont en accord avec les livres de comptabilité,
 - (ii) dans le cas du bilan, donnent un aperçu juste et fidèle de l'état des affaires de la Société à la fin de l'année financière, et
 - (iii) dans le cas du relevé des revenus et des dépenses, donnent un aperçu juste et fidèle du revenu et des dépenses de la Société pour l'année financière; et que
- c) les opérations de la Société venues à ma connaissance étaient de la compétence de la Société aux termes de la Loi sur la radiodiffusion, de la Loi sur l'administration financière et de toute autre loi applicable à la Société.

Je vous prie d'agréer, Messieurs, l'assurance de ma très haute considération.

L'Auditeur général du Canada,



BALANCE SHEET

as at March 31, 1971

ASSETS

CURRENT ASSETS

	1971	1970
Cash	\$ 3,029,743	\$ 981,140
Short-term investments, at cost	-0-	21,804,950
Accounts Receivable	7,137,753	8,169,448
Engineering and production supplies, at cost	2,748,409	2,771,335
Programs completed and in process of production	7,753,191	6,904,228
Film & script rights	2,705,313	3,370,684
Prepaid rent, insurance and other items	668,649	552,686
Total current assets	24,043,058	44,554,471
DEFERRED CHARGE	630,638	788,297
INVESTMENT IN SUBSIDIARY COMPANY, at cost (Notes 1 & 2)	1,600,000	-0-

CAPITAL ASSETS at cost: (Note 3)

Land and Buildings	92,405,385	71,754,163
Technical Equipment	114,657,507	108,217,713
Furnishings and equipment	5,944,148	5,780,981
Other	2,853,212	3,645,464
	215,860,252	189,398,321
Less: accumulated depreciation	83,274,125	74,361,132
Net Capital Assets	132,586,127	115,037,189
	<u>\$158,859,823</u>	<u>\$160,379,957</u>

Certified correct:

V.F. DAVIES, Vice-President, Finance

Approved on behalf of the Board of Directors:

GEORGE F. DAVIDSON, President

JEAN-CLAUDE DELORME, Director

BILAN

au 31 mars 1971

ACTIF

VALEURS COURANTES :

Encaisse	
Placements à court terme, au prix coûtant :	
Débiteurs	
Fournitures techniques et de production, au prix coûtant	
Emissions réalisées ou en cours	
Droits sur films et textes	
Loyers, assurances et autres frais réglés d'avance	
Total des valeurs courantes	
FRAIS REPORTES	
MISE DE FONDS : FILIALE (Notes 1 et 2)	

IMMOBILISATIONS : au prix coûtant (Note 3)

Terrains et bâtiments	
Matériel technique	
Mobilier et matériel de bureau	
Divers	
Moins : amortissements accumulés	
Immobilisations nettes	

Certifié exact :

Le Vice-président aux Finances, **V. F. DAVIES**

Approuvé au nom du Conseil d'administration

GEORGE F. DAVIDSON, Président

JEAN-CLAUDE DELORME, Administrateur

LIABILITIES**CURRENT LIABILITIES**

	1971	1970
Accounts payable and accrued liabilities (Note 4)	\$ 21,048,349	\$ 17,644,613

EQUITY OF CANADA

Loans to finance the acquisition of capital assets, repayable in 1972-91 at interest rates varying from 5 1/4% to 8 1/2% (Note 5)	111,005,123	112,005,028
Proprietor's Equity Account per statement attached	13,790,832	18,737,321
Surplus — per statement attached	13,015,519	11,992,995
	<u>137,811,474</u>	<u>142,735,344</u>
	<u>\$158,859,823</u>	<u>\$160,379,957</u>

The accompanying notes are an integral part of the financial statements.

I have examined the above Balance Sheet and the related Statement of Operations and have reported thereon under date of June 28, 1971, to the Corporation and to the Secretary of State.

A. M. HENDERSON,
Auditor General of Canada.

PASSIF**PASSIF EXIGIBLE**

Créanciers et passif couru (Note 4)

APPORT DE L'ETAT

Prêts d'équipement remboursables en 1972-1991 et portant intérêt à des taux allant de 5 1/4% à 8 1/2% (Note 5)

Compte du fonds effectif — état ci-joint

Excédent — état ci-joint

Les notes explicatives font partie intégrante des états financiers

J'ai examiné le présent bilan ainsi que le compte d'exploitation qui s'y rattache et j'en ai fait rapport au Secrétaire d'Etat le 28 juin 1971.

L'Auditeur général du Canada,
A. M. HENDERSON

STATEMENT OF OPERATIONS
for the year ended March 31, 1971

EXPENSE	1971	1970
Cost of production and distribution:		
Programs	\$135,040,487	\$128,071,740
Network distribution	17,818,755	16,722,485
Station transmission	11,162,230	10,842,423
Payments to private stations	5,147,842	5,724,804
Commissions to agencies and networks	5,055,812	5,383,105
	<u>174,225,126</u>	<u>166,744,557</u>
Operational supervision and services:		
Programs	6,608,446	6,601,557
Administration	8,240,609	7,745,226
General	2,962,955	2,492,793
	<u>17,812,010</u>	<u>16,839,576</u>
External Services	4,401,469	4,326,598
Emergency Broadcasting	203,484	417,758
Total cost of production and distribution	<u>196,642,089</u>	<u>188,328,489</u>
Selling and general administration:		
Selling expense	3,643,357	3,424,545
Engineering and development	1,639,757	1,719,868
Management and Central Services	8,779,375	8,492,630
	<u>14,062,489</u>	<u>13,637,043</u>
Interest on loans to finance the acquisition of capital assets	7,434,754	6,067,709
Total Expense	<u>218,139,332</u>	<u>208,033,241</u>
INCOME		
Advertising Revenue — gross	45,060,770	47,032,605
Interest on investments	1,259,191	1,120,467
Miscellaneous	1,145,824	755,758
	<u>47,465,785</u>	<u>48,908,830</u>
Net Cost of Operations	<u>\$170,673,547</u>	<u>\$159,124,411</u>

The accompanying notes are an integral part of the financial statements.

ETAT DES REVENUS ET DEPENSES
Exercice clos le 31 mars 1971

DEPENSES
Frais de production et de distribution
Emissions
Distribution-réseaux
Diffusion par les stations
Versements aux stations privées
Commissions : agences et réseaux
Surveillance et services d'exploitation :
Emissions
Administration
Frais généraux
Services extérieurs
Radiodiffusion d'urgence
Frais globaux de production et de distribution
Ventes et administration générale :
Frais de vente
Services techniques et études
Gestion et services généraux
Intérêts sur prêts d'équipement
Dépenses globales
RECETTES
Recettes publicitaires brutes
Intérêts sur placements
Divers
Frais nets d'exploitation

Les notes explicatives font partie intégrante
des états financiers

STATEMENT OF SOURCE OF FUNDS TO DISCHARGE
NET COSTS OF OPERATIONS
for the year ended March 31, 1971

Government
Publications

Parliamentary payment for operating expenditures in providing a broadcasting service.		
Appropriation Act No. 3, 1970, 1969/70, c. 46	\$166,000,000	
Less: Amount required for repayment of loans by Canada	<u>6,299,904</u>	
Net funds received for operating requirements		\$159,700,096
Deduct: Net cost of operations	\$170,673,547	
Less: Depreciation and amortization included as an operating cost, not recoverable from parliamentary payment.	<u>11,034,201</u>	<u>159,639,346</u>
Funds received in excess of operations — transferred to surplus, per statement		<u>\$ 60,750</u>

The accompanying notes are an integral part of the financial statements.

PROVENANCE DES FONDS RECUS POUR
COUVRIR LES FRAIS NETS D'EXPLOITATION
Exercice clos le 31 mars 1971

Montant versé par le Parlement au titre de l'exploitation du service de radiodiffusion		
Loi des subsides n° 3, 1969-1970, Chap. 46	\$166,000,000	
Moins : remboursement des prêts consentis par l'État	<u>6,299,904</u>	
Montant net reçu au titre des frais d'exploitation		\$159,700,096
Déduire : Frais nets d'exploitation	\$170,673,547	
Moins : Dépréciation et amortissements incorporés dans les frais d'exploitation, mais non recouvrables du montant versé par le Parlement	<u>11,034,201</u>	<u>159,639,346</u>
Solde porté au compte de l'excédent (état ci-joint)		<u>\$ 60,750</u>

Les notes explicatives font partie intégrante des états financiers.

STATEMENT OF PROPRIETOR'S EQUITY ACCOUNT

for the year ended March 31, 1971

Balance as at April 1, 1970 \$18,737,321

ADD:

Amount included for repayment of loans by Canada
in parliamentary payment for operating expenditures in
providing a broadcasting service

6,299,904
25,037,225

DEDUCT:

Depreciation and amortization,
included as an operating cost,
not recoverable from parliamentary payment

\$11,034,201

Amortization of Deferred Charge

157,659

Net loss on disposal of capital assets

54,533

11,246,393

Balance as at March 31, 1971

\$13,790,832

The accompanying notes are an integral part of the financial statements.

FONDS EFFECTIF : ETAT DE COMPTE

Exercice clos le 31 mars 1971

Solde au 1^{er} avril 1970

AJOUTER

Remboursement des prêts consentis par
l'Etat, compris dans le montant versé
par le Parlement au titre des frais
d'exploitation du service de radiodiffusion

MOINS:

Dépréciation et amortissements incorporés
dans les frais d'exploitation, mais non
recouvrables du montant versé par le
Parlement

Amortissement — frais reportés

Désaffectation de biens d'équipement
— perte nette

Solde au 31 mars 1971

Les notes explicatives font partie intégrante
des états financiers.

STATEMENT OF SURPLUS

for the year ended March 31, 1971

Balance as at April 1 1971 \$11,992,995

Add: Funds received in excess of
operating expenditures to
provide a broadcasting service

60,750

Prior year's adjustment

961,774

Balance as at March 31

\$13,015,519

1970

\$ -0-

11,992,995

-0-

\$11,992,995

The accompanying notes are an integral part of the financial statements.

ETAT DE L'EXCEDENT

Exercice clos le 31 mars 1971

Solde au 1^{er} avril

AJOUTER Excédent du montant versé par
Parlement au titre des frais
d'exploitation du service de
radiodiffusion durant l'exercice

AJOUTER : Rectification des frais de 1969-1970

Solde au 31 mars

Les notes explicatives font partie intégrante
des états financiers.

NOTES TO THE FINANCIAL STATEMENTS

1. INVESTMENT IN SUBSIDIARY COMPANY

On June 23, 1970 by Order in Council P.C. 1970-1/1102, the Corporation was authorized to acquire shares of the capital stock of St. Clair River Broadcasting Limited in the amount of \$1,600,000, to enable the Corporation through this subsidiary to enter into a partnership for the purchase of Station CKLW-TV in Windsor, Ontario.

On June 29, 1970 the Corporation acquired the five outstanding shares in St. Clair River Broadcasting Limited, and on July 24 it invested \$1.6 million in return for the issue of an additional 800 common shares of the capital stock of this wholly-owned subsidiary, thus permitting the subsidiary to conclude on the same date a partnership agreement with Baton Broadcasting Limited to purchase, retro-active to March 1, 1970, Station CKLW-TV Windsor, Ontario, at a price of U.S. \$5 million.

Under the terms of the partnership agreement St. Clair River Broadcasting Limited holds a one quarter interest in the partnership with the option of acquiring up to a 49% interest at any time prior to May 31, 1975 and an obligation to purchase its partner's share on that date at his cost plus interest.

The partnership acquired station CKLW-TV in Windsor for U.S. \$5 million, each partner contributing in cash one quarter of the purchase price or U.S. \$1.25 million. The remaining half of the purchase price was met by notes of Baton Broadcasting Limited amounting to U.S. \$2.5 million maturing on May 31, 1975 and bearing interest at 9% per annum. Under the partnership agreement St. Clair River Broadcasting Limited is to pay the interest on the notes.

At the effective date of acquisition by the partnership, the tangible assets of CKLW-TV were valued at \$4,230,000 which included \$1,169,000 for the inventory of film rights.

The operations of St. Clair River Broadcasting Limited for the period ended March 31, 1971 resulted in a loss of \$853,365 which included \$783,829 as its share of the \$3,135,000 operating loss of Station CKLW-TV for the thirteen months ending March 31, 1971. Included in the station's operating loss was an amount of \$838,000 resulting from the write-off of a portion of the inventory of film rights.

The equity at March 31, 1971 of the Corporation's investment in its subsidiary company is therefore \$746,635.

2. NON-CONSOLIDATION OF SUBSIDIARY COMPANY

The Corporation has not produced consolidated financial statements because the main asset of its subsidiary company, St. Clair River Broadcasting Limited, is a minority interest in a partnership.

3. CAPITAL ASSETS

Capital assets in the amount of \$215,860,200 include the sum of \$55,575,000 expended during the last twelve years in connection with the planned consolidation of facilities. The present estimate of the future cost of consolidation of facilities for the Corporation (Moncton, Montreal, Toronto and Vancouver) is \$103,300,000 of which subject to the provision of funds by Parliament for the purpose, approximately \$18,000,000 will be expended during the year ending March 31, 1972 and \$85,300,000 during the subsequent years.

NOTES EXPLICATIVES DES ETATS FINANCIERS

1. MISE DE FONDS : FILIALE

Le décret n° C.P. 1970-1/1102 du 23 juin 1970 a autorisé la Société à acquérir pour \$1 600 000 d'actions de la *St. Clair River Broadcasting Limited* et, grâce à l'intermédiaire de cette filiale, à s'associer pour acheter la station CKLW-TV de Windsor (Ont.).

Le 29 juin 1970, la Société a acheté les cinq (5) actions en cours de la *St. Clair River Broadcasting Limited* et, le 24 juillet elle a versé \$1 600 000 contre 800 actions additionnelles émises par cette filiale dont elle est le seul propriétaire. Le même jour, en association avec la *Baton Broadcasting Limited*, la Société a acheté, pour cinq millions de dollars américains, avec effet rétroactif au 1^{er} mars 1970, la station CKLW-TV de Windsor (Ont.).

En vertu du contrat d'association, la *St. Clair River Broadcasting Limited* détient 25% des actions, a la faculté de porter cette participation jusqu'à 49% n'importe quand avant le 31 mai 1975 et est obligée d'acheter la part de son associé à cette date au prix coûtant majoré des intérêts.

Les associés ont acheté la station CKLW-TV de Windsor pour cinq millions de dollars, chaque associé ayant payé comptant un quart du prix d'achat, soit \$1 250 000 américains. Pour le reste du prix d'achat, la *Baton Broadcasting Limited* a remis pour \$2 500 000 de billets venant à échéance le 31 mai 1975, avec intérêts à 9%. En vertu du contrat d'association, la *St. Clair River Broadcasting Limited* assume la charge des intérêts sur ces billets.

A la date effective d'acquisition de la station CKLW-TV, son actif tangible se montait à \$4 230 000, dont \$1 169 000 en droits sur films.

Les activités de la *St. Clair River Broadcasting Limited* durant la période terminée le 31 mars 1971 ont entraîné une perte de \$853 365, dont \$783 829 représentaient la part de cette entreprise aux \$3 135 000 de déficit d'exploitation de la station CKLW-TV pour la période de treize mois terminée le 31 mars 1971. Dans ce déficit d'exploitation, figure un montant de \$838 000 correspondant à une mise au point inventorielle des droits sur films.

Au 31 mars 1971, le placement de la Société dans sa filiale représentait donc un avoir de \$746 635.

2. NON-CONSOLIDATION DES ETATS FINANCIERS

La Société ne publie pas d'état consolidé parce que l'avoir principal de sa filiale, la *St. Clair River Broadcasting Limited*, est une participation minoritaire dans une association.

3. VALEURS IMMOBILISEES

Les \$215 860 200 d'immobilisations comprennent les \$55 575 000 dépensés au cours des douze dernières années au compte du regroupement des installations de la Société. Selon les dernières estimations, il reste pour \$103 300 000 de travaux de regroupement à exécuter à Moncton, Montréal, Toronto et Vancouver. Sous réserve du dégagement des crédits nécessaires par le Parlement, environ 18 millions de dollars seront affectés à ces travaux durant l'année qui se terminera le 31 mars 1972 et \$85 300 000 au cours des exercices suivants.

4. CREANCIERS ET PASSIF COURU

Comptes fournisseurs imputables sur l'exploitation	\$ 6 470 013
Comptes fournisseurs imputables sur les équipements	2 942 391
Salaires imputables sur l'exercice 1970-1971	8 179 651
Retenues effectuées en mars 1971 : impôts, régimes de pensions ou de sécurité sociale (y compris les contributions de l'employeur), obligations d'épargne, cotisations syndicales et autres retenues facultatives	3 008 161
Versements aux stations affiliées pour les diffusions-réseau	448 133
	\$21 048 349

4. ACCOUNTS PAYABLE AND ACCRUED LIABILITIES

Amounts due to contractors and suppliers for work done or goods used in day-to-day operations of the Corporation	\$ 6,470,013
Amounts due to contractors and suppliers for work done or goods used in the acquisition of capital assets	2,942,391
Payroll expense applicable to 1970-71	8,179,651
Payroll deductions for March, 1971, covering income tax, pension and social benefit plans (including employer contributions); Canada bonds, union and other voluntary deductions	3,008,161
Amounts due to private station affiliates for network broadcasting under affiliation agreements	448,133
	<u>\$21,048,349</u>

5. LOANS FOR CAPITAL EXPENDITURES

The Corporation receives funds for capital expenditure by way of interest-bearing loans from Canada. Repayments of principal are extended over a twenty-year period with payments of principal and interest being made annually. During 1971-72 the Corporation will pay the sum of \$6,564,905 in respect to the principal of such loans.

6. REMUNERATION OF DIRECTORS AND OFFICERS

The aggregate remuneration paid by the Corporation during the fiscal year ended March 31, 1971 to its fifteen Directors and three Officers of whom one is also a Director was \$27,550 and \$123,500 respectively.

5. PRÊTS D'EQUIPEMENT

L'Etat prête à intérêt les fonds d'équipement nécessaires. Les remboursements annuels, capital et intérêts, s'échelonnent sur une période de 20 ans. Pendant l'exercice 1971-1972, la Société remboursera \$6 564 905 à valoir sur le capital.

6. REMUNERATION DES ADMINISTRATEURS ET DIRIGEANTS

La rémunération globale des quinze administrateurs et des trois dirigeants (dont l'un est également administrateur) s'est établie à \$27 550 et \$123 500 respectivement.



à seconde — Jean-Pierre Coallier



THE CBC IN THE NORTH RADIO-CANADA DANS LE NORD

Gouvernement
Publications

The 1970 scenario for the Northern Service was unprecedented — the 100th anniversary of the Northwest Territories; its cast peerless — the Queen and other members of the Royal Family; the Governor General and the Prime Minister.

The program highlights of the year were the Royal Tour of the North, visits by the Prime Minister and the Governor General, the first Arctic Winter Games, the canoe race from Fort Providence to Inuvik along the 1789 route of Sir Alexander Mackenzie, reenactment of the pioneer mail run by dog sled from Fort Smith to Inuvik and Centennial Night at the National Arts Centre in Ottawa.

The Board of Directors of the CBC met in Yellowknife in July and visited Inuvik and Tuktoyaktuk. Public discussions were held with a view to obtaining first hand information about the northern program service. A corporate study group appointed as a result of the Yellowknife meeting reported to the President late in 1970 and as a result of this and other initiatives, plans for improving the television service provided in the North by CBC Frontier Coverage Package were placed before the Board and approved in March, 1971.

A first step was to add responsibility for the operation to the duties of the CBC manager in Calgary. Three technicians were added to the staff in Calgary so that the FCP tapes could be assembled overnight at the end of the normal day's operations.

One thing that became apparent during the Board's meeting in the North was that there was too much hockey in the TV package, particularly when the hockey was carried on a delayed basis, the result already known by the viewers.

Now (and as of February 27, 1971) NHL hockey has been replaced by feature films. *Kaleidosport*, which includes a wide variety of amateur sport, has been added to the schedule. In addition to the provision of a feature film, a number of other programs (*The Ed Sullivan Show*, *Singalong Jubilee*, *The Odd Couple*, *Zut!* and *Hymn Sing*) were added to improve the entertainment portion of the service.

For children, the 7 to 8 p.m. time period has been strengthened with the addition of *Sesame Street* three times a week, alternating with *What on Earth*, *Mr. Dress-Up* and *Drop-In*.

Further improvements in the service to the North will be possible when the Canadian communications satellite becomes operational in 1973.

Territorial and municipal elections were held in the Yukon and Northwest Territories during the year. The Northern Service provided not only the normal broadcasting facilities for candidates but also special programs in Indian and Eskimo languages explaining the electoral process. (Four of the ten members elected to the Northwest Territories Council are native Indian, Eskimo or Métis.)

Conferences and gatherings of special interest to Northerners covered by the Northern Service were: *La Fédération des Coopératives du Nouveau Québec* at Lévis and Sugluk; the Arctic Institute of North America's project at Inuvik; the *Northern Communications Conference*, Yellowknife; the *Polar Games* and the *International Wildlife Conference*, both at Whitehorse; the second *Arctic Northern Boy Scouts Jamboree*, Churchill; the *Arctic Native Conference*, Coppermine and the Native Indian Brotherhood's tour of the Northwest Territories.

The Northern Service contributed to national and regional network news broadcasts and to the radio programs *Five Nights A Week*, *Our Native Land*, *Between Ourselves*, *Assignment* and *Sound of Sports*.

Le centenaire des Territoires du Nord-Ouest et la visite de Sa Majesté, accompagnée de la famille royale, du Gouverneur général et du Premier ministre, ont fourni au Service du Nord, en 1970, un scénario sans précédent et une distribution hors pair.

Parmi les émissions marquantes de l'année, retenons les retransmissions de la visite de Sa Majesté, du Premier ministre et du Gouverneur général dans le grand Nord, des premiers Jeux d'hiver dans l'Arctique, de la course de canoë dans le sillon ouvert en 1789 par Sir Alexander Mackenzie entre Fort Providence et Inuvik, de la reconstitution du service de courrier par traîneau entre Fort Smith et Inuvik et de la soirée du Centenaire au Centre national des Arts à Ottawa.

Les administrateurs de la Société ont tenu leur réunion de juillet à Yellowknife; ils ont alors visité Inuvik et Tuktoyaktuk et assisté à des assemblées publiques afin de se renseigner sur l'accueil réservé au programme nordique. Un groupe d'étude chargé d'examiner la question a soumis ses conclusions au Président vers la fin de 1970; ses recommandations et certaines autres initiatives ont abouti à un programme d'amélioration du service de télévision fourni au Nord par nos émetteurs d'avant-poste, programme que le Conseil a considéré et approuvé à sa réunion de mars 1971.

La mise en oeuvre du programme fut confiée au directeur de la succursale de Calgary, qui a augmenté son effectif de trois techniciens afin de faciliter le montage, en fin de journée, des bandes magnétoscopiques destinées aux émetteurs du Nord.

Il est ressorti des observations recueillies par le Conseil dans le Nord que le hockey occupait une place trop importante dans le programme de télévision, notamment dans les endroits où, les retransmissions passant en différé, les résultats étaient déjà connus.

À partir du 27 février 1971, la Société a substitué des longs métrages au hockey. Elle a en outre ajouté à la grille des émissions le magazine de sport amateur *Kaleidosport* et, pour élargir la gamme des divertissements, plusieurs autres émissions, notamment *The Ed Sullivan Show*, *Singalong Jubilee*, *The Odd Couple*, *Zut!* et *Hymn Sing*. Pour les enfants, le programme de 19 h à 20 h comporte maintenant trois émissions hebdomadaires de *Sesame Street*, que remplacent *What on Earth*, *Mr. Dress-Up* et *Drop-In* les autres soirs.

De nouvelles améliorations du Service du Nord seront introduites dès la mise en service du satellite canadien en 1973.

Puisque c'était aussi l'année des élections territoriales et municipales dans le Yukon et les Territoires du Nord-Ouest, le Service du Nord a invité les candidats à ses antennes et il a expliqué en langues indienne et esquimaude le mécanisme du scrutin. (Sur les dix membres du Conseil des Territoires du Nord-Ouest, quatre sont d'origine indienne, esquimaude ou métisse.)

Durant l'année, les reportages du Service ont porté sur plusieurs conférences et congrès intéressant les régions nordiques : réunions de la Fédération des Coopératives du Nouveau Québec tenues à Lévis et à Sugluk; conférence *Man-in-the-North* de l'Arctic Institute of North America, à Inuvik; conférence sur les communications dans le Nord, tenue à Yellowknife; Jeux polaires et Conférence internationale sur la faune, qui se sont tous les deux déroulés à Whitehorse; deuxième jamboree des Scouts du Nord, tenu à Churchill; Conférence des Indigènes de l'Arctique, tenue à Coppermine, et tournée des Territoires du Nord-Ouest entreprise par la Native Indian Brotherhood.

Source d'informations nordiques pour les réseaux nationaux et régionaux, le Service du Nord a également collaboré aux émissions *Five Nights A Week*, *Our Native Land*, *Between*

North By Sea, a program on sailing in Arctic waters from Frobisher's time to the SS Manhattan, produced by the Northern Service, was broadcast by Ontario-Quebec English School Broadcasts and made available for regional exchange and international transcription service. *Ookpik's Christmas Fantasy*, an exploration of the Canadian North with Ookpik the Arctic Owl as guide, produced by the Northern Service, was broadcast on Christmas Day for the national English network.

Programs produced for broadcasting in the northern region included *Consumers, Of Wolves and Men, Air Search and Rescue*, reflecting Northern preoccupations. *Direction '70* examined economic frontiers and human resources in the North; *Winds of Change*, produced in cooperation with Loyola College, Montreal, gave Indian and Eskimo students an opportunity to discuss their history and culture. Versions of the *Trail of '70*, the annual tourist program were broadcast daily in the Yukon. Similarly, *Centennial Summer* was broadcast throughout the Northwest Territories.

The Northern shortwave service increased its *Eskimo News* from five to ten minutes daily. Eskimo language programs on shortwave accounted for two of the nine hours of daily broadcasts.

Six dramas under the title *Angutmarioyomayog* were produced in Eskimo by Eskimos at Povungnituk and nine in Slave by Indians at Fort Simpson and Yellowknife.

Operations

In August, a Low Power Relay Transmitter was built at the mining town of Faro, Yukon Territory and CFFB Frobisher Bay moved into new studios and offices in the complex on Astro Hill.

Production was improved by the provision of tape cartridge units at all Northern Service program centres: CFWH Whitehorse, CFYK Yellowknife, CHAK Inuvik, CHFC Fort Churchill and CFFB Frobisher Bay. They also received large reel-to-reel tape recorders to permit the recorded program service to be handled on 10 1/2-inch instead of seven-inch reels. The original speech input equipment at CFYK and CFWH was modified from single to dual channel and the CFFB unit was converted to solid state.

Air conditioning units and additional cooling fans were installed at most of the Frontier Coverage Package television stations to improve the operation of the videotape playback equipment.

Through the cooperation of the Research Centre of the Department of Communications and the Department of National Defence, it was possible to use the experimental NATO UHF satellite and its mobile communications facilities for radio coverage of the Royal Visit to Frobisher Bay, Resolute, Inuvik and Yellowknife in the Northwest Territories. The use of the satellite was handled jointly by the Northern Service and the Outside Broadcast Group, Engineering Headquarters. Without this satellite, it would not have been possible to provide live radio coverage from these locations.

The CBC Armed Forces Services

In 1970, Canada's NATO forces completed the consolidation of the Army and Air Force contingents at Lahr in the Black Forest area of Germany. The former army base in Westphalia was closed and with it radio station CAE which had been operated by CBC personnel for nearly fifteen years. The occasion was marked by a tribute from the Bergermeister of Werl, where the station was located, to the goodwill which the station had generated on behalf of Canada among the German people.

During the year, plans were made for a French language station at Lahr which would allow CFN, now broadcasting in English and French, to devote itself to English language programming.

The CBC Armed Forces Service continued to provide the Armed Forces radio stations in Europe with regular shortwave broadcasts of news, sports and public affairs as well as tape-recorded programs in English and French. Important topical events were transmitted by cable.

Ourselves, Assignment et Sound of Sports.

Réalisée par le Service du Nord, l'émission *North By Sea*, qui rappelle les principales étapes de la navigation arctique depuis Frobisher jusqu'au récent voyage du SS Manhattan, a figuré au programme des émissions scolaires de langue anglaise de l'Ontario et du Québec et a été offerte aux directions régionales ainsi qu'au Service International. Le jour de Noël, le réseau national de la radio anglaise a diffusé *Ookpik's Christmas Fantasy*, une autre réalisation du Service où Ookpik, la chouette de l'Arctique, nous fait faire le tour de son domaine.

Au nombre des émissions produites spécialement par le Service à l'intention de son public nordique figurent *Consumers, Of Wolves and Men* et *Air Search and Rescue*, qui traitent de la vie dans le Nord; *Direction '70*, étude des frontières économiques et du capital humain dans le Nord; *Winds of Change*, émission réalisée en collaboration avec le collège Loyola de Montréal, où des étudiants indiens et esquimaux se sont entretenus de leur passé historique et culturel. Les touristes dans le Yukon ont pu, durant l'année encore, écouter chaque jour l'émission *Trail of '70*; dans les Territoires du Nord-Ouest, une émission parallèle s'intitulait *Centennial Summer*.

Le service ondes courtes a porté de cinq à dix minutes la durée des informations *Eskimo News* et, chaque jour, il a consacré deux heures sur neuf à des émissions en langue esquimaue.

A Povungnituk, les Esquimaux ont réalisé dans leur langue six émissions dramatiques sous la rubrique *Angutmarioyomayog*, tandis qu'à Fort Simpson et à Yellowknife les Indiens en ont réalisé neuf autres en langue des Esclaves.

Équipements

Dans le Yukon, la ville minière de Faro a été dotée en août d'un émetteur-relais de faible puissance et, à Frobisher Bay, la station CFFB a inauguré ses nouveaux studios et bureaux dans le grand ensemble d'Astro Hill.

Tous les centres de production — CFWH Whitehorse, CFYK Yellowknife, CHAK Inuvik, CHFC Fort Churchill et CFFB Frobisher Bay — ont été dotés de magnétophones à cassettes et de magnétophones à bobines de 10 1/2 pouces. L'équipement d'entrée du son à CFYK et CFWH a été muni d'une deuxième voie de microphone et celui de CFFB a été transistorisé.

Afin d'améliorer la lecture des bandes magnétoscopiques, des climatiseurs et des ventilateurs supplémentaires ont été installés dans la plupart des émetteurs d'avant-poste.

Pour les reportages de la visite royale à Frobisher Bay, Resolute, Inuvik et Yellowknife (Territoires du Nord-Ouest), le Centre des recherches du ministère des Communications et le ministère de la Défense nationale ont bien voulu mettre à la disposition du Service le satellite UHF expérimental de l'OTAN ainsi que son car de communications. Le Service du Nord et la section des retransmissions de l'Ingénierie ont collaboré à l'utilisation du satellite, sans lequel la retransmission directe de ces manifestations dans le Nord n'aurait pas été possible.

Le Service des Forces armées

En 1970, les contingents canadiens des forces terrestres et aériennes de l'OTAN se sont regroupés à Lahr, dans la Forêt-Noire (Allemagne). La base militaire en Westphalie ayant été fermée, la station de radio CAE, à Werl, a cessé de fonctionner, après quinze années de service assuré par les soins d'un personnel de Radio-Canada. Dans son discours d'adieu, le bourgmestre de Wert a souligné le fait que, grâce à CAE, d'étroits liens s'étaient créés entre le peuple allemand et le Canada.

Durant l'année, des dispositions ont été prises pour construire à Lahr une station de langue française afin que la station CFN, qui diffuse actuellement dans les deux langues, se consacre uniquement à l'auditoire anglophone. Le Service des Forces armées diffuse régulièrement sur ondes courtes, à l'intention des stations desservant nos militaires en Europe, un programme de nouvelles, d'informations sportives et d'émissions d'affaires publiques et il leur envoie des émissions enregistrées en langues anglaise et française. Les reportages hors série d'actualité sont parfois retransmis par câble.





Conductor and Composer, Andrés Bello

CBC AND THE WORLD

RADIO-CANADA ET LE MONDE

The foreign operations of the CBC are consolidated within the External Services Division which groups the International Service, Foreign Relations and Export Sales, and the CBC offices abroad.

The CBC International Service

The International Service is the voice of Canada among the approximately 150 countries that today crowd the shortwave bands. Whereas the CBC's domestic radio and television services have a mandate to inform Canadians about each other, the International Service must present and interpret Canada to the rest of the world. To this end, the International Service uses daily shortwave broadcasts and recorded programs of Canadian music, drama and documentaries which are broadcast by radio stations all over the world.

The eleven language sections of the International Service transmit 85 hours a week of shortwave programs to Europe, Africa, Latin America, Australasia, the Caribbean and the United States. The broadcast languages are English, French, German, Spanish, Portuguese, Czech, Slovak, Hungarian, Polish, Ukrainian and Russian. Judging by audience mail from more than 140 countries in 1970, the CBC International Service has earned for itself an enviable reputation. Of the 80,000 letters received annually, many commend the Service for the objectivity of its newscasts. Shortwave listeners in Germany voted the CBC's German language programs the most popular on shortwave.

The Radio Canada Shortwave Club, an organization for listeners all over the world, continued its impressive growth. In December, 1970, Mr. Alberto Mota de Oliveira, an eighteen year-old Brazilian student, was enrolled as the ten thousandth member.

The daily transmitted service gives its shortwave listeners a complete picture of all aspects of Canadian life. The basic program element is a comprehensive newscast, which is followed by talks, music, science programs, sports highlights, dramas and documentaries. Special events in Canada are fully reported. International Service reporters were on location in Manitoba to cover the Queen's visit in July and they also sent daily reports from the *World Rowing Championship* held in St. Catharines in September. During the October crisis in Quebec, the International Service faced the task of broadcasting the events to a world-wide audience with objectivity and honesty. In addition to special reports and features in the shortwave service, International Service reporters were called upon to provide voice reports to the BBC (London), ORTF (Paris), RTB (Brussels) and other stations in Germany, Switzerland and Latin America. Typical of the correspondence prompted by the October crisis is this letter from an American listener, "Your news coverage of the kidnappings is very complete and seems very objective. The interviews on the October 18th program gave a good idea of Canadian opinion. Once again, your coverage shows the superiority of news from a shortwave station over domestic radio and press."

In order to reach foreign listeners with more permanent programs of Canadian music, dramas and documentaries, the International Service supplies recordings to broadcasting organizations all over the world. Music transcriptions in 1970 included Roger Matton's *Te Deum*, recorded by the ORTF in Paris with Canadian conductor François Bernier and *The Young Prometheus* of Beethoven in a musical arrangement by Boris Brott. The Music Department also completed a comprehensive index of its more than 300 recordings. With an alphabetical listing of works, composers and performers, this

La division des Services extérieurs groupe toutes les activités que la Société exerce sur la scène mondiale : Service International, relations extérieures, ventes à l'exportation et bureaux à l'étranger.

Le Service International

C'est grâce au Service International que le Canada fait entendre sa voix parmi celles des quelque 150 pays qui se disputent les ondes courtes. Tout comme notre radiotélévision nationale a pour mission d'amener les Canadiens à se mieux connaître, le Service International a pour mandat de faire connaître le Canada au monde. A cette fin, il diffuse un programme quotidien d'émissions sur ondes courtes et il fournit à des radiodiffusions du monde entier des enregistrements de musique, de dramatiques ou des documentaires réalisés au Canada.

Les onze sections du Service International émettent 85 heures de programmes par semaine vers l'Europe, l'Afrique, l'Amérique latine, l'Australie, les Antilles et les Etats-Unis. Les langues employées sont l'anglais, le français, l'allemand, l'espagnol, le portugais, le tchèque, le slovaque, le hongrois, le polonais, l'ukrainien et le russe. A en juger par le courrier venant de 140 pays en 1970, le Service International jouit d'une réputation enviable. Bon nombre des 80 000 lettres qu'ils reçoit chaque année soulignent l'impartialité de ses informations et, en Allemagne, un scrutin des amateurs d'ondes courtes a donné la palme de la popularité à nos services en langue allemande.

De tous les pays du monde, affluent les demandes d'adhésion au Club Ondes Courtes de Radio-Canada, dont M. Alberto Mota de Oliveira, étudiant brésilien âgé de dix-huit ans, devenait le dix millièmème membre en décembre 1970.

Les diffusions quotidiennes brossent pour leurs auditeurs un tableau panoramique de la vie canadienne : journal détaillé, conférences, musique, actualités scientifiques et sportives, théâtre et documentaires. Tout événement marquant de la vie canadienne fait l'objet d'un reportage. Rappelons la visite de la reine au Manitoba, en juillet, et les épreuves pour le championnat du monde d'aviron tenues à St. Catharines en septembre. Le Service International a servi au monde une chronique impartiale et honnête de la crise d'octobre, qui fut complétée par des reportages et des émissions spéciales; les journalistes du Service ont même fourni des topos à la BBC (Londres), à l'ORTF (Paris), à la RTB (Bruxelles) et à certaines stations d'Allemagne, de Suisse et d'Amérique latine. Un extrait d'une lettre d'un auditeur américain suffit à illustrer l'accueil réservé au Service International : « Vos reportages fort complets des enlèvements m'ont paru très impartiaux. Les interviews diffusées le 18 octobre ont donné un bon aperçu de l'opinion canadienne. Vos reportages ont confirmé la supériorité des émissions ondes courtes sur les informations fournies par la radio et la presse locales. »

Pour mieux servir son public à l'étranger, le Service International adresse aux radiodiffusions du monde des enregistrements musicaux, dramatiques et documentaires canadiens. Parmi les transcriptions musicales réalisées en 1970, mentionnons une interprétation, par le chef d'orchestre canadien François Bernier, du *Te Deum* de Roger Matton, enregistré à Paris par l'ORTF, et un arrangement, par Boris Brott, du *Petit Prométhée* de Beethoven. Pour encourager ces radiodiffusions à relayer notre musique canadienne, le service leur offre un catalogue de plus de 300 enregistrements, présentés selon l'ordre alphabétique des oeuvres, des compositeurs et des exécutants. La section française a publié un catalogue de ses transcriptions parlées, où figurent un tour d'horizon de la

index should greatly facilitate and encourage the use of Canadian music by foreign broadcasters. The French Section issued a new catalogue of spoken word transcriptions including a survey of French Canadian literature, a series on famous Canadian women and their first stereo recording entitled, *Fantaisie stéréophonique sur les bruits*. Among the English language transcriptions of 1970 were *Klondike*, based on the book by Pierre Berton and *Poems for Voices*, six poems commissioned from Canadian poets.

On February 4, 1971, a message from Robert Ford, Canada's ambassador in Moscow, highlighted a special Russian program commemorating the twentieth anniversary of shortwave broadcasting in that language.

In August, 1970, a reorganization of the International Service strengthened two important areas of the Service's activities: representation in Ottawa and information programming. A manager was appointed to the Ottawa office to oversee production and especially to maintain liaison between the Service and various government departments. In Montreal, there was the appointment of an Assistant Director and the formation of an information programming office.

This new office brings together the newsroom and writing unit and is generally responsible for program policy, planning and content. In the near future, the International Service will be able to reach more listeners with new transmitters and relay arrangements. A recent agreement between the CBC and the Deutsche Welle prepares the way for an exchange of relay transmitter time. On July 1, 1971, the first two of five new 250 kilowatt transmitters at Sackville, New Brunswick, will begin transmitting shortwave programs from Canada to Europe. Coincident with the inauguration of the new transmitters will be the issuing of a postage stamp commemorating the International Service on the theme, *Speaking to the World*.

Relations With Other Countries

During the last fiscal year, the close cooperation between the CBC and the francophone broadcasting organizations of Europe continued within the framework of the Communauté des Télévisions Francophones and the Communauté Radiophonique des Programmes de Langue Française. This cooperation is translated into co-productions, exchange of information, and exchange of programs.

In radio, the French Services Division supervised the co-productions of the following series: *Alain Grandbois*, *Jeunes Romanciers*, *France Vivante*, *Musique Canadienne*, *La Musique et la Foi*, *Compositeurs francophones contemporains*. In addition to these, the CBC shared in the co-production of many other radio programs in dramas, musicals, and documentaries.

The exchange of radio news items is estimated at 1,000 items received and 300 items supplied by the CBC to members of the Communauté.

In television, the French Services Division produced, for the Communauté, 13 episodes of the series *La Feuille d'Érable* and shared in the co-production of *Les Héritiers*, *Personnalité de la chanson*, and *Francophonissime*.

In addition to its co-production agreements within the Communauté, the French Services Division concluded an agreement with Czechoslovak Television for the co-production of seven half-hour animated film programmes. With the *Jeunes Musicales Internationales*, the CBC produced a special colour program to mark the creation of the Orchestre Mondial des Jeunes, in both Canada and Europe, under the Direction of Eric Keinsdorf.

The exchange of television programs continued within the Communauté and was intensified during the Semaine francophone of June 22 – 28 when the television networks of France, Belgium, Switzerland, Monaco, Luxembourg and Canada broadcast a selection of each other's programs.

In the area of information, 150 items comprising either film clips or complete programs were exchanged within the Communauté and the Pool Intermap.

littérature canadienne française, une série de portraits de femmes canadiennes qui se sont distinguées et son premier enregistrement stéréophonique intitulé *Fantaisie stéréophonique sur les bruits*. Parmi les nouveaux titres en langue anglaise, citons *Klondike*, fondé sur le livre de Pierre Berton, ainsi que *Poems for Voices*, six poèmes commandés à des poètes canadiens.

Le 4 février 1971, un message personnel de M. Robert Ford, ambassadeur du Canada à Moscou, venait rehausser l'émission spéciale marquant le 20^e anniversaire de notre service ondes courtes en langue russe.

En août 1970, le Service International procédait à une réorganisation afin de renforcer sa présence à Ottawa et son service d'information. Le bureau d'Ottawa fut doté d'un chef chargé de suivre la production, mais surtout d'assurer la liaison avec les différents ministères: celui de Montréal, d'un Directeur adjoint et d'un service de programmation des informations; ce dernier, qui regroupe la salle des nouvelles et la salle de rédaction, assume la responsabilité pour la direction, l'orientation et le contenu des émissions.

Le Service International étendra bientôt son rayonnement grâce à de nouveaux émetteurs et à des relais. Une nouvelle convention entre Radio-Canada et la Deutsche Welle prévoit un échange de temps d'antenne. A Sackville (N.-B.), les deux premiers des cinq nouveaux émetteurs ondes courtes de 250 kW, orientés vers l'Europe, entreront en service dès le 1^{er} juillet 1971; à l'occasion de leur inauguration, un nouveau timbre-poste ayant pour thème *Le monde aux écoutes* sera émis en l'honneur du Service International.

Relations extérieures

Pendant l'année, Radio-Canada a continué de collaborer avec les radiotélévisions européennes par le truchement de la Communauté des télévisions francophones et de la Communauté radiophonique des programmes de langue française; cette collaboration s'est concrétisée dans des coproductions et des échanges d'informations et d'émissions.

En radio, la Division des Services français a joué le rôle de maître d'œuvre des séries *Alain Grandbois*, *Jeunes romanciers*, *France vivante*, *Musique canadienne*, la *Musique et la foi*, et *Compositeurs francophones contemporains*. La Division a également participé à la réalisation de nombreuses émissions dramatiques, musicales et documentaires pour la radio.

Les échanges d'informations radiophoniques entre la Communauté et Radio-Canada se sont soldés par un millier de communications reçues contre quelque trois cents fournies.

Du côté de la télévision, la Division des Services français a réalisé pour la Communauté treize épisodes de la série *Feuille d'érable* et elle a participé à d'autres productions: *Les Héritiers*, *Personnalité de la chanson* et *Francophonissime*.

En plus de ceux qu'elle a passés avec la Communauté, la Division des Services français a signé avec la télévision tchécoslovaque un contrat de coproduction de sept bandes animées de trente minutes chacune. Elle a également collaboré, avec les Jeunesses musicales internationales, à la réalisation d'une émission couleur marquant la fondation, par Eric Keinsdorf, de l'Orchestre mondial des jeunes au Canada et en Europe.

Les échanges d'émissions de télévision avec la Communauté se sont poursuivis, notamment pendant la Semaine francophone, du 22 au 28 juin, au cours de laquelle la France, la Belgique, la Suisse, Monaco, le Luxembourg et le Canada ont passé sur les antennes de leurs télévisions respectives une sélection des oeuvres du groupe.

En tout, quelque 150 éléments d'information — séquences filmées ou émissions complètes — ont été échangés avec les membres de la Communauté et le Pool Intermap.

En vertu de l'accord de coproduction CBC-BBC-NET, la Division des Services anglais a réalisé l'opéra *Hansel and Gretel*.

Les chaînes MA et MF de Radio-Canada ont reçu de l'extérieur plus de six cents heures d'émissions radiophoniques comprenant de la musique sérieuse, du jazz et des réalisations parlées. En retour, le Service a participé à deux initiatives de

The English Services Division produced the opera *Hansel and Gretel* as its contribution to the CBC-BBC-NET co-production agreement.

In radio, 600 hours of serious music, jazz and spoken word programs were obtained from abroad for broadcast over the AM and FM networks. Contributions were made to two projects sponsored by the European Broadcasting Union: *Eurojazz 71/72* and *Portraits of Contemporary Composers*.

The External Services Division provided continuous liaison in preparation for CBC coverage of coming world events such as the Winter Olympics in Sapporo, Japan, and the Summer Olympics in Munich, both in 1972.

International Sales

Individual programs and programs from series totalling over 260 in all were sold in the United Kingdom, the Netherlands, Germany, Sweden, the U.S.A., New Zealand, Japan and Australia. They included such outstanding productions as *Swan Lake*, *The Three Musketeers*, *The Magnificent Gift*; series such as *Quentin Durgens and Corwin*, together with *Wild Life Specials* such as *Tommy Tompkins* and *Wild Africa*. The development of radio sales in the United States continued, and in this area the special program on Hemingway received wide distribution through the National Educational Radio Network.

Another significant sale was that of *30 Pieces of Silver*. The program came to notice as an entry in the Italia Prize competition and was re-produced in German and sold to four European broadcasting organizations in Germany and Switzerland.

More than forty television programs produced by the French Services Division were sold to Switzerland, Belgium, France, the United Kingdom, Monaco, the Netherlands and the U.S.A. Among the more outstanding were the dramas *Un certain chemin de croix*, *La crecelle*, *Doux sauvage*, *Voyage de nocces*, *L'île des chèvres*, the youth programs *Atôme et galaxies* and *Fanfreluche*, the documentaries *Vivre en ce pays* and *Grève des policiers* and the animated film *Abracadabra*.

International Broadcasting Organizations

As a member or associate member of a number of international organizations, the CBC is an active participant in the Communauté des télévisions francophones, the Communauté radiophonique des programmes de langue française, the Commonwealth Broadcasting Conference, the European Broadcasting Union and the Asian Broadcasting Union.

The French Services Division was host to meetings of the Youth Programmes Commission of the Communauté TV in October, 1970, and to the meeting of the directors of the Communauté radiophonique in April, 1970. The Director of Radio, French Services Division, was elected president for 1971 of the Communauté radiophonique des programmes de langue française.

The CBC submitted a number of papers at the meeting of the Commonwealth Broadcasting Conference in Jamaica last summer, and the Corporation's Vice-President for Engineering was invited to chair the meetings of the Engineering Committee.

Cooperation within the framework of the European Broadcasting Union continued with CBC representation at meetings of the EBU Workshop on television programs for young people, and the Rural Group, both in Stockholm, and the Youth Group in Copenhagen. The CBC increased its participation in EBU Projects, making program contributions in the series *Eurojazz 1970/71*, *Portraits of Contemporary Composers*, *Italian Madrigal*, and *Summer Serenade, 1971*. The programs varied from 30 to 60 minutes in length and were requested for broadcast in Holland, Finland, New Zealand, Belgium, France, Switzerland, Turkey, BBC, Italy, the Malagasy Republic, South Africa, Ireland, Iceland and Israel. As well as contributing to the series *Let the Peoples Sing*, the CBC was represented on the judges' panel.

To highlight the CBC West Indies Program Week, the drama *Ti Jean and his Brothers* was offered without charge to West Indies radio stations and was taken advantage of by Trinidad, Bahamas, Jamaica, Barbados and Antigua.

L'Union européenne de radiodiffusion : *Eurojazz 71/72* et *Portraits of Contemporary Composers*.

La Division assure pour le compte de la Société, la liaison nécessaire pour le reportage d'événements mondiaux, comme elle l'a fait pour les Jeux Olympiques d'hiver de Sapporo (Japon) et le fera pour les Jeux Olympiques d'été de Munich, en 1972.

Ventes

La Société a vendu à l'étranger (Royaume-Uni, Pays-Bas, Allemagne, Suède, Etats-Unis, Nouvelle-Zélande, Japon et Australie), plus de 260 émissions ou épisodes de séries, entre autres certaines émissions de prestige comme *Swan Lake*, *The Three Musketeers* et *The Magnificent Gift*; des séries telles que *Quentin Durgens* et *Corwin* et des documentaires d'histoire naturelle, par exemple *Tommy Tompkins* et *Wild Africa*. Nos émissions radiophoniques trouvent toujours un débouché aux Etats-Unis; la *National Educational Radio Network* y a assuré une large écoute à une réalisation spéciale sur Hemingway.

Signalons également la vente de l'émission radiophonique *30 Pieces of Silver*. Fort appréciée lorsqu'elle fut présentée au *Prix Italia*, l'émission fut reproduite en allemand et vendue à quatre radiodiffusions en Allemagne et en Suisse.

La Suisse, la Belgique, la France, le Royaume-Uni, Monaco, les Pays-Bas et les Etats-Unis ont acheté plus de quarante émissions de télévision réalisées par nos Services français, entre autres des dramatiques : *un Certain Chemin de croix*, *la Crécelle*, *Doux sauvage*, *Voyage de nocces* et *L'île des chèvres*; des émissions pour les jeunes : *Atome et galaxies* et *Fanfreluche*; des documentaires : *Vivre en ce pays*, *Grève des policiers* et la bande animée *Abracadabra*.

Un nombre égal d'émissions radio, dont les dramatiques *Bien à moi*, *A-E-I-O-U*, *Ceux qui gagnent* et *Mort sans sépulture*, ainsi que la série de musique religieuse *le Livre par excellence* ont été vendues à la France, à la Belgique et à la Suisse.

Organismes internationaux de radiotélévision

A titre de membre associé ou à part entière de divers organismes internationaux, Radio-Canada participe aux activités de la Communauté des télévisions francophones, de la Communauté radiophonique des programmes de langue française, de la Conférence de la Radiodiffusion du Commonwealth, de l'Union européenne de radiodiffusion et de l'Union asiatique de radiodiffusion.

En octobre, la Division des Services français recevait la Commission des émissions pour la jeunesse de la Communauté TV et, en avril, elle accueillait la réunion annuelle des directeurs de la Communauté radiophonique. Cette dernière a élu comme président pour 1971 le Directeur de la radio de la Division des Services français.

L'été dernier, les délégués de Radio-Canada ont donné plusieurs communications à la Conférence de la radiodiffusion du Commonwealth, en Jamaïque; le Vice-président à l'Ingénierie y a présidé les réunions du comité technique.

En tant que membre de l'Union européenne de radiodiffusion, la Société était représentée, à Stockholm, au colloque sur les films d'animation jeunesse et au Groupe agricole, ainsi qu'à Copenhague, à la réunion du Groupe jeunesse. Elle a pris une part plus active aux initiatives de l'UER, par exemple en fournissant des programmes aux séries *Eurojazz 1970-71*, *Portraits de compositeurs contemporains*, *Madrigal italien*, et *Sérénade d'été, 1971*, émissions d'une durée de 30 à 60 minutes que les Pays-Bas, la Finlande, la Nouvelle-Zélande, la Belgique, la France, la Suisse, la Turquie, le Royaume-Uni, l'Italie, la République Malgache, l'Afrique du Sud, l'Irlande, l'Islande et Israël ont aussi demandées. En plus de contribuer à la série *Let the Peoples Sing*, la Société fut également représentée au jury.

Dans le cadre de la *CBC West Indies Program Week*, l'émission dramatique *Ti-Jean and his Brothers* fut offerte gratuitement aux radiodiffusions antillaises et fut diffusée par la Trinité, les Bahamas, la Jamaïque, la Barbade et Antigua.

Avec la collaboration de l'ORTF, des dispositions furent prises pour le reportage radiophonique du *Curling Mondial* à

Arrangements were made for broadcast facilities through the Office de radiodiffusion-télévision française for the Radio Sports Department to cover the 1971 World Curling at Mégève and the 1971 World Skating at Lyon.

A number of assignments were received from the Netherlands. A two-way broadcast was set up between Hilversum and Oakville which included the address of the Netherlands Ambassador to 600 members of the Holland-Canada Club. A talk by Professor Charles H. Best of the Best Institute was taped and sent to Radio Nederland.

Some 834 tapes representing 600 hours of programming were imported from 27 countries and distributed to the various Network Production Departments for broadcast and were subsequently returned to their country of origin.

In September, the CBC was represented at the Annual meeting of the Asian Broadcasting Union in Istanbul.

Training and Assistance to Foreign Broadcasters

Every year, the CBC receives a number of foreign broadcasters on training attachments in cooperation with the Canadian International Development Agency, with agencies of the United Nations and with foreign broadcasting organizations. Fifteen trainees from Asia, Africa, Europe, the Caribbean and Latin-America benefited from CBC facilities and expertise this past year.

In addition to offering training in Canada, the CBC provided an instructor for a two-month period for a radio operators course for West Africans organized by the Commonwealth Broadcasting Conference, in Ghana. The Head of Educational Programmes, French Services Division, was seconded for two weeks to the Council for the Development of French in Louisiana (a state agency) to advise the Council on the use of the media for education.

Throughout the year, a considerable number of visitors from all over the world were received by the CBC. Among these were the Chairman of the Irish Broadcasting Board and the Director General of Radio Telefis Eireann, the Chairman of the Control Board of the South African Broadcasting Corporation, the Chairman and a member of the Committee of Inquiry into the Nigerian Broadcasting Corporation, and the Deputy-Chairman of ATV, England. Other notable visitors came from Argentina, Australia, Czechoslovakia, France, Hong Kong, Hungary, Israel, Japan, New Zealand, Poland, Tanzania, the U.S.A. and the U.S.S.R.

Festivals and Awards

The CBC has gained international recognition for its productions and continues to enter a selection of its best radio and television programs in international festivals.

This year, the French radio service's report on the liberation of James Cross was awarded the Grand Prix de l'Actualité by the Communauté Radiophonique des Programmes de Langue Française.

In its continuing policy of promoting Canadian talent at home and abroad, the French Services Division sponsored Robert Charlebois at the Sopot Song Festival and the well-known singer won the First Prize with his song, *Ordinaire*; Jacques Michel, sponsored by the CBC, won the Grand Prix at the Festival de la Chanson Française de Spa, and Claude Savard gained a mention spéciale at the International Beethoven Competition.

Productions of the English Services Division were equally honoured. *Indians of North America* and *A Many Colored Canvas* both received Ohio State Awards for educational programming; *The Journey* won first prize for excellence and originality in the education category of the Major Armstrong FM Awards, and *My Two Eyes and the Cyclops* received a certificate of merit.

The Corporation was honoured with a Certificate of Recognition by the Association for Children with Learning Disabilities (USA) for its general programming in this field.

Particularly noteworthy was the presentation of an Emmy to the CBC for the best classical music program, Norman Campbell's CBC production *Cinderella*, which was broadcast in the United States by National Educational Television.

Mégève et du Patin Mondial à Lyon.

Le Service a collaboré à plusieurs reprises avec les Pays-Bas. Une liaison établie entre Hilversum et Oakville a servi à la diffusion, entre autres, d'un discours de l'ambassadeur des Pays-Bas à 600 membres du Club Hollande-Canada. Une causerie par le professeur Charles H. Best, de l'Institut Best, a été enregistrée et expédiée à Radio-Nederland.

Quelques 834 enregistrements formant un total de 600 heures d'émissions ont été importés de 27 pays étrangers, diffusés par les diverses unités de production des Services anglais, puis renvoyés à leur pays d'origine.

Radio-Canada a assisté à la réunion annuelle de l'Union asiatique de radiodiffusion, tenue à Istanbul en septembre.

Formation et aide prodiguées aux radiotélévisions étrangères

Chaque année, en collaboration avec l'Agence canadienne de développement international, les agences des Nations unies et les radiotélévisions étrangères, Radio-Canada offre des stages de formation à des radiodiffuseurs venus de l'étranger. L'an passé, quinze stagiaires venus d'Asie, d'Afrique, d'Europe, des Antilles et d'Amérique latine ont pu ainsi tirer profit de nos installations et de notre expérience.

En outre, à la demande de la Conférence de la radiodiffusion du Commonwealth, la Société a envoyé un instructeur donner des cours, pendant deux mois, à des opérateurs radio africains réunis au Ghana. La Division des Services français a aussi délégué son Chef des émissions éducatives, pendant quinze jours, auprès du Conseil pour le développement du français en Louisiane, organisme d'Etat auquel il a donné des avis sur les possibilités éducatives des médias.

Parmi les nombreux visiteurs que Radio-Canada a reçus de tous les coins du monde, mentionnons le président du Conseil de la radiotélévision irlandaise, le directeur-général de Radio Telefis Eireann, le président du Conseil de régie de la South African Broadcasting Corporation, le président et un membre du comité d'enquête de la Nigerian Broadcasting Corporation et le président suppléant de l'ATV britannique de même que d'autres personnalités de divers pays : Argentine, Australie, Tchécoslovaquie, France, Hong Kong, Hongrie, Israël, Japon, Nouvelle-Zélande, Pologne, Tanzanie, Etats-Unis et U.R.S.S.

Palmarès

Cette année encore, Radio-Canada s'est distinguée sur la scène internationale par la qualité des réalisations pour la radio ou la télévision présentées aux grands festivals du monde. Par exemple, la Communauté radiophonique des programmes de langue française a décerné son Grand prix de l'actualité à notre radio française pour son reportage de la libération de M. James Cross.

Toujours soucieuse de mettre en vedette nos artistes canadiens, tant au pays qu'à l'étranger, la Division des Services français a patronné Robert Charlebois au Festival de Sopot, où sa chanson *Ordinaire* a remporté le premier prix, Jacques Michel au Festival de la Chanson française de Spa, où il a mérité le Grand Prix, et Claude Savard au Festival International Beethoven, où il a reçu une mention spéciale.

Les Services anglais ont remporté leur part de distinctions : Ohio State Award pour émissions éducatives, décernée aux émissions *Indians of North America* et *A Many Colored Canvas*; premier prix d'excellence et d'originalité, section éducative des *Major Armstrong FM Awards*, remporté par *The Journey*; et certificat de mérite attribué à l'émission *My Two Eyes and the Cyclops*.

Enfin, l'Association for Children with Learning Disabilities (E-U.) a décerné à la Société un certificat de gratitude.

A noter également que l'émission *Cinderella*, réalisée par Norman Campbell pour Radio-Canada et diffusée aux Etats-Unis par la National Educational Television, a reçu l'Emmy pour la meilleure émission de musique classique à la télévision américaine en 1970.





"TO ALL PARTS OF CANADA" « TOUTES LES RÉGIONS DU CANADA »

With its thousands of miles of networks (11,452 miles of microwave network for television and 28,000 miles of leased lines for radio) providing a national broadcasting service in English and French for nearly every member of a population that is scattered widely over a vast and difficult land mass, the Canadian Broadcasting Corporation is unique among the world's broadcasting organizations.

Established by the people of Canada and paid for partly out of public funds, the CBC is required to extend its service to all parts of Canada as public funds become available and be in English and French, serving the special needs of geographic regions and actively contributing to the flow and exchange of cultural and regional information and entertainment; no mean task.

The degree to which success has been achieved can be read in the coverage statistics; as at March 31, 1971, 98.6 percent of Canadians were within reach of CBC radio and 96.8 percent could receive CBC television. (Table 11)

There is still much to be done, however. Extensive as CBC coverage is, there are still more than 300 locations in Canada, of 500 people or more, which were without broadcast service in the appropriate language. Work continues.

During the past year, CBC brought into operation five new television transmitters, 22 new radio transmitters and one new Frontier Coverage Package, a CBC development designed to provide television service for residents of isolated communities, most of them in the North.

In addition, a new educational television transmitter came into operation in Toronto. Owned and operated by the CBC, this transmitter is programmed by Province of Ontario educational authorities.

In addition to the construction of new distribution facilities, the CBC entered into an agreement to acquire CKLW-TV at Windsor, Ontario. Completion of the purchase is scheduled for 1975 when the station will become a fully owned and operated CBC station carrying the English Network Service. A limited amount of local programming will be provided as well.

The replacement of old 20-watt LPRT's (low power relay transmitters) with new 40-watt models provided improved radio service to 12 British Columbia and three Ontario communities.

In Toronto, the power of CBL-FM was increased and stereo programming facilities were provided.

Network routing changes were made to feed a number of radio stations in Labrador and the Quebec North Shore from the Newfoundland and Quebec regional networks, respectively. Previously these stations had been programmed from the Maritime regional network.

Television service improvements included a new tower and antenna at Halifax and a new antenna at Nelson, B.C., both designed to reduce "ghosting" problems. A new antenna was installed at Toronto, giving a power increase from 70 to 100 kw ERP for CBLT.

In Newfoundland, the Frontier Coverage Package at St. Anthony was changed to a rebroadcaster of CBNAT-4, Baie Verte, while CBYBT, Port aux Basques, and CBYBT-1, St. Andrews, previously connected to the Maritime TV network, were provided with Newfoundland network service.

In Quebec, changes to improve the reliability of CBFT-1, Mont Tremblant, were completed. This station suffered from excessive off-air time due to power failures and access delays. To overcome these problems, a standby transmitter and emergency power supply were installed; both come into operation automatically when required.

Par la longueur de ses réseaux (11 452 milles de liaisons hertziennes pour la télévision et 28 000 milles de lignes terrestres pour la radio), qui assurent le service de radiotélévision en langues anglaise et française à la presque totalité d'une population disséminée dans un pays vaste aux régions souvent inaccessibles, la Société Radio-Canada occupe une place unique parmi les radiodiffusions du monde.

Créée par le public canadien, qui prend à sa charge une partie de ses frais d'exploitation, la Société a pour mandat d'apporter à toutes les régions du Canada, au fur et à mesure que des fonds publics sont mis à sa disposition, un service en langues anglaise et française répondant aux besoins particuliers des diverses régions et contribuant activement à la diffusion et à l'échange d'informations et divertissements d'ordre culturel et régional. La tâche est de taille.

La statistique du rayonnement indique bien dans quelle mesure cet objectif a été atteint. Au 31 mars 1971, 98,6% de la population pouvait capter notre radio et 96,8% notre télévision (Tableau 11).

Il reste cependant encore beaucoup à faire. Malgré l'étendue de nos services, plus de 300 localités au Canada comptant une population d'au moins 500 personnes sont encore privées de notre service dans la langue de la majorité. Les travaux d'expansion se poursuivent donc.

Au cours de l'année, la Société a mis en service cinq émetteurs de télévision, 22 émetteurs de radio et un émetteur d'avant-poste (installation conçue par Radio-Canada pour apporter la télévision aux collectivités reculées, surtout dans le Nord).

En outre, Radio-Canada a aménagé un nouvel émetteur de télévision éducative à Toronto, dont le programme est conçu et réalisé par les services provinciaux d'enseignement de l'Ontario.

La Société ne s'est pas bornée à construire; elle a aussi passé un contrat pour l'achat de la station CKLW-TV de Windsor, qui relaiera le programme de son réseau anglais, mais diffusera également des émissions locales. Le transfert doit avoir lieu en 1975.

Le remplacement des anciens équipements de 20 watts par des émetteurs-relais de faible puissance de 40 watts a amélioré le service dans douze régions de la Colombie-Britannique et dans trois régions de l'Ontario.

A Toronto, la Société a augmenté la puissance de CBL-FM et a inauguré un service stéréophonique.

Grâce à des modifications de nos liaisons radiophoniques, certaines stations du Labrador et du Bas St-Laurent qui étaient jusque-là alimentées par le réseau régional des Maritimes se sont branchées sur les réseaux régionaux de Terre-Neuve et de Québec.

De nouvelles antennes à Halifax ainsi qu'à Nelson (Colombie-Britannique) continueront à réduire les images fantômes. A Toronto une nouvelle antenne a permis de porter de 70 à 100 kW la puissance effective rayonnée de la station CBLT.

A Terre-Neuve, la Société a remplacé l'émetteur d'avant-poste de St. Anthony par un réémetteur de CBNAT-4 (Baie Verte) et elle a détaché les stations CBYBT (Port-aux-Basques) et CBYBT-1 (St. Andrews) du réseau de télévision des Maritimes pour les rattacher au réseau de Terre-Neuve.

Au Québec, l'aménagement d'un émetteur et d'un bloc électrogène de secours, qui fonctionnent automatiquement en cas de panne, assurera la régularité du service fourni par CBFT-1 (Mont-Tremblant), trop souvent compromise par les interruptions de courant et les difficultés d'accès à l'équipement.

Shortwave Facilities

Plans for the expansion and updating of the CBC's shortwave transmission facilities at Sackville, N.B. originally included the installation of five new 250 kw transmitters and 30 new antenna arrays by early 1971. Financial considerations forced a change in these plans and two of the transmitters are now being installed for operation in the summer of 1971. The other three will be installed on a phased basis by 1973.

A study of the overall antenna array requirements is in progress with present plans based on the first two transmitters using the existing arrays, which are being suitably modified.

Production Facilities and Equipment

New television and radio production facilities were completed in Moncton this year. Comprising one two-camera TV studio, one radio studio, associated control and announce booths and office space and equipped with two telecine chains, two VTRs and a 16 mm film processor, these new facilities program CBA, CBAF and CBAFT in Moncton and the New Brunswick Provincial networks. Coincidentally, the CBAFT transmitter was converted to operate unattended, controlled from the new studios. Also in New Brunswick, a small one-camera TV studio was provided at Fredericton. Housed in the existing radio studio building, this studio feeds some English language productions to Moncton for videotape recording and later release to the New Brunswick network.

At Halifax, the garage area was converted into a three-camera studio controlled from a mobile unit, while the over-laid air conditioning and electrical systems were augmented. Modifications to air conditioning and mechanical systems were also completed during the year at Quebec, Ottawa and Toronto.

Due to the conversion of the Federal Building in Frobisher Bay into a hospital, it became necessary to relocate the CFFB studios. Space was leased in the new town centre building, the necessary modifications completed and existing equipment transferred and re-installed by August, 1970.

When the Quebec TV studio centre was built several years ago, Studio 2 was provided with equipment from an old mobile unit. Work is now underway to replace this obsolete equipment with new facilities designed to permit remote control of the studio with minimum staff.

Included are three remote control monochrome cameras, two motorized scenery turntables, a new switcher and special effects unit and new lighting facilities. A third VTR has already been installed and facilities for the remote control of the VTRs and telecine chains will be installed in studios 2 and 3. It is expected that this work will be completed by July, 1971.

New sound recording facilities were installed in the International Broadcasting Centre in Montreal. Previously, pre-recorded sound tracks for CBC programs were supplied by private firms and no control could be exercised over quality. The new facilities will overcome this and also result in reduced operating costs. Other changes in Montreal aimed at reducing operating costs were completed at the Mount Royal transmitter plant allowing the transmitters there, CBFT, CBMT, CBF-FM and CBM-FM to operate on an unattended basis, controlled from the Montreal studios.

A stereo booth was installed in Toronto in conjunction with the conversion of CBL-FM for stereo operation. Equipped with an eight channel stereo console, two tape units, two turntables and associated control equipment, this new facility was operational in December, 1970.

New film evaluation facilities were also provided in Toronto to permit the proper visual, aural and mechanical evaluation of films prior to broadcasting. Included were four new preview rooms fed from one projection room. Another film project was the installation of new film mixing facilities in Vancouver.

The Toronto four-camera monochrome TV mobile unit was converted for color operation and equipped with six color cameras. A VTR was installed in the Winnipeg TV color mobile unit.

Satellites

La Société poursuit ses études en prévision de la distribution des émissions par satellite de même que sa planification, de concert avec la société Telesat Canada.

Le satellite canadien est appelé à jouer un rôle important dans l'extension du rayonnement de nos ondes, notamment dans les régions nordiques et en ce qui touche le rayonnement du programme en langue française.

Equipements ondes courtes

En vue de moderniser et d'agrandir son centre de transmission par ondes courtes à Sackville (Nouveau-Brunswick), la Société avait compté aménager au printemps de 1971 cinq nouveaux émetteurs de 250 kW et trente rideaux d'antennes. Les impératifs financiers ont retardé la réalisation du projet. Deux émetteurs entreront en service durant l'été de 1971 et les trois autres suivront, à tour de rôle, d'ici à 1973.

La question des rideaux d'antennes est à l'étude et, pour le moment, les deux premiers émetteurs utiliseront les rideaux actuels, modifiés en conséquence.

Equipements et matériel de production

Moncton a inauguré ses nouvelles installations de production, radio et télévision. Le centre possède maintenant un studio de télévision à deux caméras, un studio de radio, des cabines d'annonceurs et de régie, des bureaux, deux chaînes de téléciné, deux magnétoscopes et un développeur de film 16 mm qui servent aux stations CBA, CBAF et CBAFT, de même qu'aux réseaux provinciaux du Nouveau-Brunswick. L'émetteur de CBAFT, nouvellement automatisé, sera contrôlé à partir des nouveaux studios. Toujours au Nouveau-Brunswick, la Société a ouvert à Fredericton un petit studio de télévision à une caméra. Certaines des réalisations de ce studio, situé dans le même immeuble que le studio de la radio, seront magnétoscopées par le centre de Moncton et diffusées par la chaîne du Nouveau-Brunswick.

A Halifax, le garage a été transformé en un studio à trois caméras, avec régie dans un car de reportage, et les systèmes de conditionnement d'air et d'alimentation électrique ont été modifiés en conséquence. Le conditionnement d'air a également été amélioré à Québec, à Ottawa et à Toronto.

Le bâtiment fédéral à Frobisher Bay qui abritait les studios de CFFB ayant été transformé en hôpital, la Société a dû louer et aménager des locaux au nouveau centre municipal, où elle a emménagé en août 1970.

Lors de la construction du centre de télévision à Québec, il y a quelques années, du matériel tiré d'un vieux car de reportage a servi à équiper le studio 2. Cet équipement désuet est en voie d'être remplacé par un matériel télécommandé qui ramènera au minimum le personnel du studio.

Le studio aura trois caméras télécommandées noir et blanc, deux plateaux tournants motorisés, un nouveau pupitre de commutation, un nouvel appareil de trucage et de nouvelles installations d'éclairage. Les trois magnétoscopes et les chaînes de téléciné seront télécommandées des studios 2 et 3. Tous les travaux seront achevés pour juillet 1971.

A Montréal, le Centre international de radiotélévision a été pourvu d'un nouveau matériel d'enregistrement sonore, de sorte que Radio-Canada n'aura plus besoin de recourir aux pistes sonores préenregistrées par l'entreprise privée, dont la qualité échappait à son contrôle, et réalisera des économies. Toujours pour des raisons d'économie, les émetteurs de CBFT, CBMT, CBF-FM et CBM-FM, sur le mont Royal, ont été automatisés et sont maintenant télécommandés à partir des studios à Montréal.

A Toronto, la station CBL-FM a inauguré son service stéréophonique en décembre 1970 : la nouvelle cabine est équipée d'un pupitre à huit canaux, de deux magnétophones, de deux tourne-disques et d'un matériel de régie.

Grâce à ses quatre nouvelles salles de visionnement de films, alimentées par une seule salle de projection, le centre de Toronto est mieux en mesure d'évaluer les films à diffuser, de points de vue tant visuel que sonore ou mécanique. Pour sa

New 8 mm color projectors were installed on telecine chains at Toronto and Halifax as part of an evaluation of the use of this film size in TV operations. Normally, the Corporation uses 16 mm film.

The area around the shortwave receiving station in Ottawa has over the years become built up, introducing electrical noise problems that interfere with reception. A new receiving station is being built in the green belt area and is expected to be operational this Spring.

There are three TV stations, CHGH, Churchill; CFLA, Goose Bay and CJCL, Labrador City that have been programmed by kinerecordings. To provide improved service at reduced cost it was decided to change the method of programming to video tape recordings. Helical scan VTRs have been installed at Winnipeg and St. John's to provide this new program service.

Consolidation

The rapid growth of television resulted in a problem of dispersal of production facilities among numerous sites. Planning for the relief of this problem in several locations continued and came closer to realization in Montreal and Vancouver.

In Montreal, work is well advanced on Place de Radio-Canada, a reinforced concrete structure housing seven TV and 26 radio studios dominated by a 23-storey office tower. The building is now at the interior finishing stage while orders have been placed for some of the technical equipment. Bidding is underway for other equipment while specifications for the remainder are being prepared. It is expected that Place de Radio-Canada will be fully operational in late 1972, although staff will begin to move in to the building this year.

Detailed planning is in progress for a new broadcasting centre in Vancouver and building tenders are expected to be called in the Fall. Situated opposite the Queen Elizabeth Playhouse, the new structure is expected to be operational in 1974.

Studies are proceeding for the consolidation of facilities in Toronto.

National Technical Training Centre

Technical operations courses of two and four weeks duration were given to 91 CBC trainees while a two week digital computer course was attended by 37 staff members. Factory training on VTR maintenance was provided to 37 CBC and two CIDA trainees.

Field technical operations courses of two weeks duration were given to 16 staff members in Moncton and 20 in Quebec City. In Corner Brook, a one week semi-conductor course was attended by 11 technicians while transmitter training was provided to 30 technicians and on the job operational training to 50 employees at various locations.

Training centre courses were also provided to two Department of Communications technicians and four overseas students under CIDA auspices. A further ten CIDA trainees were given field training at various TV and radio stations totalling 170 man weeks.

Emergency Broadcasting

Financial restrictions resulted in an examination of the Emergency Broadcasting System in relation to its cost of operation to the CBC. It was determined that costs could be reduced without seriously jeopardizing the basic system.

A decision was made to cancel the physical extension of our radio networks to non-affiliated AM stations and independent TV and FM stations, particularly where intercity circuits were required. There was no change as far as CBC radio network stations were concerned, whether CBC-owned and operated or privately-owned affiliates.

Since almost all stations subscribe to the Broadcast News wire service, it was proposed to use this service to alert the non-connected stations that emergency broadcasting is or will be in progress. Questionnaires sent out by the Department of Communications showed that most non-connected stations would still be able to take an active role in emergency

part, Vancouver a reçu un nouveau mélangeur d'images.

Le car de reportage de Toronto a été adapté à la couleur et muni de six caméras et celui de Vancouver a été doté d'un magnétoscope.

A Toronto et Halifax, les chaînes de téléciné ont été munies de projecteurs pour film en couleur de 8 mm en vue de déterminer si ce film peut avantageusement remplacer le 16 mm habituellement employé en télévision.

Les constructions de plus en plus nombreuses qui s'élèvent dans le voisinage de la station de réception ondes courtes d'Ottawa ayant détérioré les signaux reçus, la Société en a fait construire une autre dans la ceinture verte, qui entrera en service dès ce printemps.

Grâce à la mise en place de magnétoscopes à balayage hélicoïdal à Winnipeg et à Saint-Jean (T.-N.), trois de nos stations de télévision — CHGH (Churchill), CFLA (Goose Bay) et CJCL (Labrador City) — reçoivent désormais leurs émissions sur bandes magnétoscopiques plutôt que sur cinégrammes, d'où amélioration du service.

Regroupement

L'essor vertigineux de la télévision n'avait pas tardé à amener la dispersion des installations de production dans de nombreux immeubles. Leur regroupement dans les divers centres fait l'objet d'études permanentes et, à Vancouver et Montréal, les projets sont en voie de réalisation.

A Montréal, la construction de la Maison de Radio-Canada est très avancée. En béton armé, l'immeuble dominé par une tour de bureaux de 23 étages logera sept studios de télévision et 26 studios de radio. Les travaux de finition de l'intérieur ont commencé et des équipements techniques ont été commandés, les autres restant en adjudication ou à l'étude. Certains services pourront emménager cette année, les autres en 1972.

La Société étudie le devis du nouveau centre de radio-diffusion de Vancouver et les travaux seront mis en adjudication à la rentrée. L'immeuble, qui s'élèvera vis-à-vis du *Queen Elizabeth Playhouse*, a été conçu de façon à tirer parti de la pente naturelle du terrain. L'emménagement est prévu pour l'été de 1974.

A Toronto, le regroupement des services est à l'étude.

Centre national de formation technique

Quatre-vingt-onze stagiaires ont suivi les cours de formation technique de deux ou de quatre semaines. Par ailleurs, 37 employés ont pu suivre un cours d'informatique de deux semaines et l'Agence canadienne de développement international a envoyé 37 employés et deux stagiaires faire à l'usine un stage d'entretien du matériel magnétoscopique.

Seize membres de notre effectif de Moncton et vingt techniciens de Québec ont suivi un cours de deux semaines pour techniciens travaillant en extérieurs. Onze techniciens de Corner Brook ont suivi un cours d'une semaine sur les semi-conducteurs, trente techniciens des diverses succursales ont reçu une formation dans le fonctionnement d'un émetteur et cinquante employés ont fait des stages de perfectionnement en cours d'emploi.

Les centres de formation ont ouvert leurs portes à deux techniciens du ministère des Communications et à quatre stagiaires étrangers recommandés par l'Agence canadienne de développement international; dix autres personnes patronnées par l'Agence ont fait des stages dans les diverses stations de télévision et de radio de la Société et ont porté à 170 semaines-hommes la participation de la Société dans ce domaine.

Radiodiffusion d'urgence

Une étude du système de radiodiffusion d'urgence, entreprise à la suite de compressions budgétaires, a révélé qu'il est possible de réduire certains frais d'exploitation sans pour autant compromettre l'essentiel du système.

Il a donc été décidé d'abandonner les circuits terrestres, et plus spécialement les circuit intervalles, reliant à nos réseaux de radio les stations MA non affiliées et les stations indépendantes de télévision et de radio MF. Le réseau radiophonique de la

broadcasting by picking up and rebroadcasting a CBC or CBC radio network affiliated station.

In spite of the major reduction of connected stations it is important to note that the "backbone" of the system remains, that is the CBC English and French radio networks and associated stations. These stations, during the daytime, reach 98.6% of the population of Canada.

Société, forme de ses propres stations et d'affiliées du secteur privé, n'a pas été touché.

Comme la plupart des stations sont abonnées au service d'information de la *Canadian Press*, celui-ci pourrait avertir les stations non reliées au réseau du passage des communications d'urgence. Selon les réponses fournies par ces stations à un questionnaire du ministère des Communications, la plupart des stations non branchées sur les réseaux pourront encore jouer un rôle actif en cas d'urgence en captant, pour les relayer, les messages diffusés par une station de Radio-Canada ou par une de ses affiliées.

Malgré la forte réduction du nombre des stations reliées au système, sa structure essentielle—les réseaux radiophoniques de langues anglaise et française de la Société et leurs affiliées—demeure intacte. Pendant le jour, leur rayonnement atteint 98.6% de la population.





COMMERCIAL ACTIVITIES ACTIVITÉ COMMERCIALE

The commercial activities of the Corporation are an essential part of CBC operations. Without the commercial revenue which the Corporation earns, it would not be possible for it to discharge its responsibility to provide a national broadcasting service at the present levels.

The Corporation has not neglected its responsibility to provide a diversified program service as outlined under its mandate; it is basic CBC policy that efforts to achieve commercial revenue targets not dominate program decisions. Public service is the primary objective.

Advertising revenue to the Corporation for 1970/71 showed a slight drop from 1969/70.

This drop in advertising revenue was confined to television and resulted from several factors, the more important being an increase in Canadian content on the English TV Network (many of these shows new and unproven) and a subsequent decrease in the scheduling of U.S. syndicated film properties, and, because of a slowdown in some sectors of the economy, hesitancy on the part of many national advertisers to commit themselves to long-term expenditures at the start of the program year. Some of the decline in national advertising expenditures was made up by increased expenditures on the part of local advertisers buying CBC TV facilities on a one-station basis.

The drop in total television revenues would have been more severe but for a change in the sales strategy of the English television network which provided advertisers with a greater degree of flexibility in their television purchases.

In contrast to former years, when the bulk of sales were made on the basis of regular program sponsorship, the bulk of English television network sales in 1970-71 were made on a "unit" or participation basis which allowed advertisers to get exposure in a number of programs, to varying degrees and at various times of the year.

Radio advertising revenue this year was slightly higher than in 1969/70.

L'activité commerciale de Radio-Canada est un élément essentiel de son exploitation. La Société doit en effet compter sur l'appoint de ses recettes publicitaires pour remplir sa mission et maintenir au niveau actuel son service national de radiotélévision.

Soucieuse cependant d'offrir l'éventail diversifié d'émissions exigé par son mandat, la Société se garde de subordonner sa politique des programmes à ses visées commerciales, estimant que le service au public doit primer.

En 1970-1971, les recettes publicitaires de la Société ont légèrement diminué par rapport à l'année précédente.

Cette régression des recettes, qui n'a frappé que la télévision, est attribuable à plusieurs facteurs, notamment à l'augmentation de la teneur canadienne du programme anglais, où plusieurs émissions nouvelles, qui devaient encore faire leurs preuves, avaient cédé la place à des séries américaines. D'autre part, devant le ralentissement marquant certains secteurs de l'économie, de nombreux annonceurs nationaux ont hésité, en début de saison, à s'engager à long terme. Le recul de la publicité nationale a été compensé en partie par une augmentation des recettes tirées de la publicité locale diffusée sur une seule antenne.

La baisse des recettes de la télévision aurait été plus prononcée n'eût le réseau anglais modifié ses méthodes commerciales de façon à offrir à l'annonceur beaucoup plus de souplesse dans l'achat de ses temps de publicité.

En effet, jusqu'ici le gros des recettes publicitaires provenait de la commandite régulière d'émissions, tandis qu'en 1970-71 une forte proportion a été tirée des ventes sous le régime unitaire ou en participation, qui permet à l'annonceur de faire sa publicité dans plusieurs émissions et d'en régler le volume selon la saison de l'année.

Cette année, les recettes de la radio accusent une légère augmentation par rapport à celles de 1969-1970.



TABLE 1: The CBC Networks (March 31, 1971)

TELEVISION

- 11 **The National Television Network (French)**
 - (2) Maritimes regional television network (French)
- 13 **The National Television Network (English)**
 - (4) Newfoundland regional television network (English)
 - (5) Maritimes regional television network (English)
 - (6) Central (Ont. and Que.) regional television network (English)
 - (7) Prairie* regional television network (English)
 - (8) British Columbia regional television network (English)

RADIO (AM)

- 9 **The National Radio Network (French)**
 - (10) Maritimes regional radio network (French)
 - (11) Ontario regional radio network (French)
- 12 **The National Radio Network (English)**
 - (13) Newfoundland regional radio network (English)
 - (14) Maritimes regional radio network (English)
 - (15) Central (Ont. and Que.) regional radio network (English)
 - (16) Prairie* regional radio network (English)
 - (17) British Columbia regional radio network (English)
 - (18) The Northern Service "Mackenzie" regional radio network (English)
 - (19) The Northern Service "Yukon" regional radio network (English)
 - (20) The Northern Service "Ungava" regional radio network (English)

RADIO (FM)

- (21) The (tri-city) FM Radio Network

*The Prairie regional networks occasionally subdivided into their provincial components.

TABLEAU 1 : Les réseaux de Radio-Canada (le 31 mars 1971)

TÉLÉVISION

- 1) **Le réseau national de la télévision française**
 - 2) Le réseau français de télévision de la région des Maritimes
- 3) **Le réseau national de la télévision anglaise**
 - 4) Le réseau anglais de télévision de la région de Terre-Neuve
 - 5) Le réseau anglais de télévision de la région des Maritimes
 - 6) Le réseau anglais de télévision de la région centrale (Ontario et Québec)
 - 7) Le réseau anglais de télévision de la région des Prairies*
 - 8) Le réseau anglais de télévision de la région de la Colombie-Britannique

RADIO MA

- 9) **Le réseau national de la radio française**
 - 10) Le réseau français de radio de la région des Maritimes
 - 11) Le réseau français de radio de la région de l'Ontario
- 12 **Le réseau national de la radio anglaise**
 - 13) Le réseau anglais de radio de la région de Terre-Neuve
 - 14) Le réseau anglais de radio de la région des Maritimes
 - 15) Le réseau anglais de radio de la région centrale (Ontario et Québec)
 - 16) Le réseau anglais de radio de la région des Prairies*
 - 17) Le réseau anglais de radio de la région de la Colombie-Britannique
 - 18) La chaîne régionale *Mackenzie* de la radio anglaise du Service du Nord
 - 19) La chaîne régionale *Yukon* de la radio anglaise du Service du Nord
 - 20) La chaîne régionale *Ungava* de la radio anglaise du Service du Nord

RADIO MF

- 21) Le réseau de radio MF (trois villes)

*Les réseaux régionaux des Prairies se ramifient parfois en réseaux provinciaux.

TABLE 2: Analysis of Program Content of CBC English Television Network in a Representative Winter Week, 1971

Category	Canadian	U.S.	Other Foreign	Total Hours	%
Information and Orientation					
News and News Commentaries	2:12	-	—	2:12	3.0
Public Affairs, Talks, etc.	12:56	—	—	12:56	17.4
Educational (a) Formal	2:30	—	—	2:30	3.4
(b) Informal	15:35	5:00	—	20:35	27.7
Light Entertainment					
Music and Dance	3:00	—	—	3:00	4.0
Drama, Story, etc.	2:15	13:00	3:30	18:45	25.3
Quiz and Games	:30	—	—	:30	0.7
Variety / Music Hall	2:00	2:30	—	4:30	6.1
Arts, Letters and Sciences					
Music and Dance	:30	—	1:00	1:30	2.0
Drama, Poem and Story	:15	—	—	:15	0.3
Science Research	1:30	:30	—	2:00	2.7
Sports and Outdoors					
	5:30	—	—	5:30	7.4
Total Hours	48:43	21:00	4:30	74:13	
Percent	65.6%	28.3%	6.1%		100%

TABLEAU 2 : Teneur des émissions du réseau anglais de télévision au cours d'une semaine type de l'hiver 1971

Catégorie	Canada	Etats-Unis	Autres pays	Heures	Pourcentage
Information et orientation					
Nouvelles et commentaires	2 h 12	—	—	2 h 12	3.0
Affaires locales ou spéciales	—	—	—	—	—
Affaires publiques et causeries	12 h 56	—	—	12 h 56	17.4
Religion	—	—	—	—	—
Education a) scolaire	2 h 30	—	—	2 h 30	3.4
b) extra-scolaire	15 h 35	5 h	—	20 h 35	27.7
Divertissement					
Musique et danse	3 h	—	—	3 h	4.0
Théâtre, nouvelles, etc.	2 h 15	13 h	3 h 30	18 h 45	25.3
Questionnaires et jeux	30	—	—	30	0.7
Variétés et music-hall	2 h	2 h 30	—	4 h 30	6.1
Arts, lettres et sciences					
Musique et danse	30	—	1 h	1 h 30	2.0
Théâtre, poésie et récits	15	—	—	15	0.3
Critique des arts	—	—	—	—	—
Recherche scientifique	1 h 30	30	—	2 h	2.7
Sports et plein air					
	5 h 30	—	—	5 h 30	7.4
Total	48 h 43	21 h	4 h 30	74 h 13	
Pourcentage	65.6%	28.3%	6.1%		100%

TABLE 3: Analysis of Program Content of CBC French Television Network in a Representative Winter Week, 1971

Category	Canadian	U.S.	French	Other Foreign	Total Hours	%
Information and Orientation						
News and News Commentaries	4:25	—	—	—	4:25	4.0
Public Affairs, Talks, etc.	7:45	:30	1:30	:30	10:15	9.3
Religious	2:00	—	—	—	2:00	1.8
Educational (a) Formal	4:45	—	—	—	4:45	4.3
(b) Informal	10:15	—	—	—	10:15	9.3
Light Entertainment						
Music and Dance	1:30	—	—	—	1:30	1.4
Drama	12:25	22:30	13:15	11:30	59:40	54.2
Quiz and Games	3:00	—	—	—	3:00	2.7
Variety / Music Hall	1:00	—	—	—	1:00	0.9
Arts, Letters and Sciences						
Music and Dance	1:00	—	—	—	1:00	0.9
Drama, Poem and Story	:30	—	—	—	:30	0.5
Science Research	1:00	—	—	—	1:00	0.9
Sports and Outdoors						
	10:16	:34	—	—	10:50	9.8
Total Hours	59:51	23:34	14:45	12:00	110:10	
Percent	54.3%	21.4%	13.4%	10.9%		100%

TABLEAU 3 : Teneur des émissions du réseau français de télévision au cours d'une semaine type de l'hiver 1971

Catégorie	Canada	Etats-Unis	France	Autres pays	Heures	Pourcentage
Information et orientation						
Nouvelles et commentaires	4 h 25	—	—	—	4 h 25	4.0
Affaires locales ou spéciales	—	—	—	—	—	—
Affaires publiques et causeries	7 h 45	30	1 h 30	30	10 h 15	9.3
Religion	2 h	—	—	—	2 h	1.8
Education a) scolaire	4 h 45	—	—	—	4 h 45	4.3
b) extra-scolaire	10 h 45	—	—	—	10 h 15	9.3
Divertissement						
Musique et danse	1 h 30	—	—	—	1 h 30	1.4
Théâtre, nouvelles, etc.	12 h 25	22 h 30	13 h 15	11 h 30	59 h 40	54.2
Questionnaires et jeux	3 h	—	—	—	3 h	2.7
Variétés et music-hall	1 h	—	—	—	1 h	0.9
Arts, lettres et sciences						
Musique et danse	1 h	—	—	—	1 h	0.9
Théâtre, poésie et récits	30	—	—	—	30	0.5
Critique des arts	—	—	—	—	—	—
Recherche scientifique	1 h	—	—	—	1 h	0.9
Sports et plein air						
	10 h 16	34	—	—	10 h 50	9.8
Total	59 h 51	23 h 34	14 h 45	12 h	110 h 10	
Pourcentage	54.3%	21.4%	13.4%	10.9%		100%

TABLE 4: Analysis of Program Content of CBC English AM Radio Networks in a Representative Winter Week, 1971

Category	Canadian			Foreign			Total Hours	Percent
	National	Regional	Total Canadian	National	Regional	Total Foreign		
Information and Orientation								
News and News Commentaries	11:42	6:03	17:45	1:10	—	1:10	18:55	15.2
Public Affairs, Talks, etc.	27:38	9:12	36:50	—	—	—	36:50	29.6
Religious	—	:10	:10	—	—	—	:10	0.1
Educational (a) Formal	:27	1:48	2:15	—	—	—	2:15	1.8
(b) Informal	1:45	5:19	7:04	—	—	—	7:04	5.7
Light Entertainment								
Music and Dance	2:54	2:37	5:31	6:03	16:04	22:07	27:38	22.2
Drama, Story, etc.	2:32	:45	3:17	—	—	—	3:17	2.6
Quiz and Games	—	—	—	—	—	—	—	—
Variety / Music Hall	:27	—	:27	—	—	—	:27	0.4
Arts, Letters and Sciences								
Music and Dance	8:03	:27	8:30	4:57	5:10	10:07	18:37	15.0
Drama, Poem and Story	3:27	—	3:27	—	—	—	3:27	2.8
Criticism of Arts	1:24	—	1:24	—	—	—	1:24	1.1
Science Research	—	—	—	—	—	—	—	—
Sports and Outdoors	2:35	1:49	4:24	—	—	—	4:24	3.5
Total Hours	62:54	28:10	91:04	12:10	21:14	33:24	124:28	
Percent			73.2%			26.8%		100%

TABEAU 4 : Teneur des émissions du réseau anglais de radio MA au cours d'une semaine type de l'hiver 1971

Catégorie	Canadienne			Étrangère-			Heures	Pourcentage
	Nationale	Régionale	Totale	Nationale	Régionale	Totale		
Information et orientation								
Nouvelles et commentaires	11 h 42	6 h 03	17 h 45	1 h 10	—	1 h 10	18 h 55	15.2
Affaires locales ou spéciales	—	—	—	—	—	—	—	—
Affaires publiques et causeries	27 h 38	9 h 12	36 h 50	—	—	—	36 h 50	29.6
Religion	—	10	10	—	—	—	10	0.1
Education a) scolaire	27	1 h 48	2 h 15	—	—	—	2 h 15	1.8
b) extra-scolaire	1 h 45	5 h 19	7 h 04	—	—	—	7 h 04	5.7
Divertissement								
Musique et danse	2 h 54	2 h 37	5 h 31	6 h 03	16 h 04	22 h 07	27 h 38	22.2
Théâtre, nouvelles, etc.	2 h 32	45	3 h 17	—	—	—	3 h 17	2.6
Questionnaires et jeux	—	—	—	—	—	—	—	—
Variétés et music-hall	27	—	27	—	—	—	27	0.4
Arts, lettres et sciences								
Musique et danse	8 h 03	27	8 h 30	4 h 57	5 h 10	10 h 07	18 h 37	15.0
Théâtre, poésie et récits	3 h 27	—	3 h 27	—	—	—	3 h 27	2.8
Critique des arts	1 h 24	—	1 h 24	—	—	—	1 h 24	1.1
Recherche scientifique	—	—	—	—	—	—	—	—
Sports et plein air								
	2 h 35	1 h 49	4 h 24	—	—	—	4 h 24	3.5
Total	62 h 54	28 h 10	91 h 04	12 h 10	21 h 14	33 h 24	124 h 28	
Pourcentage			73.2%			26.8%		100%

TABLE 5: Analysis of Program Content of CBC French AM Radio Network in a Representative Winter Week, 1971

Category	Canadian	Foreign	Total Hours	Per-cent
Information and Orientation				
News and News Commentaries	9:39	—	9:39	8.7
Public Affairs, Talks, etc.	21:39	—	21:39	19.5
Religious	3:10	—	3:10	2.9
Educational (a) Formal	3:00	—	3:00	2.7
(b) Informal	7:05	—	7:05	6.4
Light Entertainment				
Music and Dance	16:32	13:57	30:29	27.5
Drama, Story, etc.	1:50	—	1:50	1.6
Quiz and Games	—	—	—	—
Variety / Music Hall	—	—	—	—
Arts, Letters and Sciences				
Music and Dance	11:40	11:52	23:32	21.2
Drama, Poem and Story	2:27	—	2:27	2.2
Criticism of Arts	2:15	—	2:15	2.0
Science Research	:30	—	:30	0.5
Sports and Outdoors				
	5:16	—	5:16	4.8
Total Hours	85:03	25:49	110:52	
Percent	76.7%	23.3%		100%

TABEAU 5 : Teneur des émissions du réseau français de radio MA au cours d'une semaine type de l'hiver 1971

Catégorie	Canadienne	Etrangère	Heures	Pourcentage
Information et orientation				
Nouvelles et commentaires	9 h 39	—	9 h 39	8.7
Affaires locales ou spéciales	—	—	—	—
Affaires publiques et causeries	21 h 39	—	21 h 39	19.5
Religion	3 h 10	—	3 h 10	2.9
Education a) scolaire	3 h	—	3 h	2.7
b) extra-scolaire	7 h 05	—	7 h 05	6.4
Divertissement				
Musique et danse	16 h 32	13 h 57	30 h 29	27.5
Théâtre, nouvelles, etc.	1 h 50	—	1 h 50	1.6
Questionnaires et jeux	—	—	—	—
Variétés et music-hall	—	—	—	—
Arts, lettres et sciences				
Musique et danse	11 h 40	11 h 52	23 h 32	21.2
Théâtre, poésie et récits	2 h 27	—	2 h 27	2.2
Critique des arts	2 h 15	—	2 h 15	2.0
Recherche scientifique	:30	—	:30	0.5
Sports et plein air				
	5 h 16	—	5 h 16	4.8
Total	85 h 03	25 h 49	110 h 52	
Pourcentage	76.7%	23.3%		100%

TABLE 6: Analysis of Program Content of CBC FM radio in a Representative Winter Week, 1971

Category	English FM Network				CBF-FM Montreal (French)	
	FM Network Only	AM Network Programs Carried	Total Hours	Per-cent	Hours	Per-cent
Information and Orientation						
News and News Commentaries	:45	8:42	9:27	8.9	5:25	4.2
Public Affairs, Talks, etc.	7:30	2:12	9:42	9.2	—	—
Religious	—	—	—	—	:35	0.4
Educational (a) Formal	—	—	—	—	8:00	6.1
(b) Informal	:10	—	:10	0.2	7:30	5.8
Light Entertainment						
Music and Dance	15:07	3:40	18:47	17.7	12:40	9.7
Drama, Story, etc.	—	—	—	—	—	—
Quiz and Games	—	—	—	—	—	—
Variety / Music Hall	—	—	—	—	—	—
Arts, Letters and Sciences						
Music and Dance	54:40	8:09	62:49	59.2	95:40	73.3
Drama, Poem and Story	1:57	1:45	3:42	3.5	—	—
Criticism of Arts	:30	:30	1:00	0.9	—	—
Science Research	—	—	—	—	—	—
Sports and Outdoors						
	—	:26	:26	0.4	:36	0.5
Totals	80:39	25:24	106:03	100%	130:26	100%

TABEAU 6 : Teneur des émissions radiophoniques MF au cours d'une semaine type de l'hiver 1971

Catégorie	Réseau MF anglais				CBF-FM Montréal (français)	
	Réseau MF seulement	Emissions du réseau MA	Total	Pourcentage	Heures	Pourcentage
Information et orientation						
Nouvelles et commentaires	45	8 h 42	9 h 27	8.9	5 h 25	4.2
Affaires locales ou spéciales	—	—	—	—	—	—
Affaires publiques et causeries	7 h 30	2 h 12	9 h 42	9.2	—	—
Religion	—	—	—	—	35	0.4
Education a) scolaire	—	—	—	—	8 h	6.1
b) extra-scolaire	10	—	10	0.2	7 h 30	5.8
Diversissement						
Musique et danse	15 h 07	3 h 40	18 h 47	17.7	12 h 40	9.7
Théâtre, nouvelles, etc.	—	—	—	—	—	—
Questionnaires et jeux	—	—	—	—	—	—
Variétés et music-hall	—	—	—	—	—	—
Arts, lettres et sciences						
Musique et danse	54 h 40	8 h 09	62 h 49	59.2	95 h 40	73.3
Théâtre, poésie et récits	1 h 57	1 h 45	3 h 42	3.5	—	—
Critique des arts	30	30	1 h	0.9	—	—
Recherche scientifique	—	—	—	—	—	—
Sports et plein air						
	—	26	26	0.4	36	0.5
Total	80 h 39	25 h 24	106 h 03	100%	130 h 26	100%

TABLE 7: Hours of Local and Regional Programming on Eleven English Language CBC Television Stations in a Normal Winter Week, by Station, 1971

	Hours
St. John's	40:45
Corner Brook	37:45
Halifax	44:57
Charlottetown	34:34
Montreal	43:58
Ottawa	44:10
Toronto	49:56
Winnipeg	37:35
Regina / Moose Jaw	41:25
Edmonton	32:58
Vancouver	33:40
Total	441:43

TABLEAU 7 : Emissions locales ou régionales, par station et en heures, diffusées au cours d'une semaine type d'hiver par onze stations de télévision de langue anglaise

	Heures
St-Jean (T.-N.)	40 h 45
Corner Brook	37 h 45
Halifax	44 h 57
Charlottetown	34 h 34
Montréal	43 h 58
Ottawa	44 h 10
Toronto	49 h 56
Winnipeg	37 h 35
Regina/Moose Jaw	41 h 25
Edmonton	32 h 58
Vancouver	33 h 40
Total	441 h 43

TABLE 8: Gross Advertising Revenue

	1970-71	1969-70	1968-69	1967-68	1966-67
English Television	\$32,450,000	\$35,674,000	\$30,232,174	\$29,928,806	\$26,279,031
French Television	10,400,000	9,207,000	7,514,438	6,677,289	6,659,668
English Radio	1,457,000	1,379,000	1,276,840	1,182,717	1,180,500
French Radio	754,000	773,000	741,329	945,483	1,033,815
	<u>\$45,061,000</u>	<u>\$47,033,000</u>	<u>\$39,764,781</u>	<u>\$38,734,295</u>	<u>\$33,153,014</u>

TABLEAU 8 : Recettes publicitaires brutes

	1970-71	1969-70	1968-69	1967-68	1966-67
Télévision anglaise	\$32,450,000	\$35,674,000	\$30,232,174	\$29,928,806	\$26,279,031
Télévision française	10,400,000	9,207,000	7,514,438	6,677,289	6,659,668
Radio anglaise	1,457,000	1,379,000	1,276,840	1,182,717	1,180,500
Radio française	754,000	773,000	741,329	945,483	1,033,815
	<u>\$45,061,000</u>	<u>\$47,033,000</u>	<u>\$39,764,781</u>	<u>\$38,734,295</u>	<u>\$33,153,014</u>

TABLE 9: Comparison of the Growth of Advertising Revenues with the Gross National Product (Millions of Dollars)

Year	Net Advertising Revenue Broadcasting Industry			Gross Advertising Revenue	Gross National Product at Market Prices
	CBC**	Private	Total	All Media	
1963	24	106	129	671	45,465
1964	24	121	146	721	49,783
1965	25	137	162	795	54,897
1966	26	154	180	869	61,421
1967	28	171	200	936	65,722
1968	29	181	210	979	71,388
1969	36	201	237	1,057*	78,560
1970	35	213*	248*	1,103*	84,468

* Data estimated.

** CBC revenues are by fiscal year; e.g. 1970-71 data are entered opposite 1970.

Source of Data: Dominion Bureau of Statistics, MacLean-Hunter Research Bureau, CBC Statistics and Accounting Departments.

TABLEAU 9 : Croissance des recettes publicitaires par rapport à l'évolution du produit national brut
(en millions de dollars)

Année	Recettes publicitaires nettes de la radiotélévision			Recettes publicitaires globales	Produit national brut au prix du marché
	** Radio-Canada	Secteur privé	Total	Tous supports	
1963	24	106	129	671	45,465
1964	24	121	146	721	49,783
1965	25	137	162	795	54,897
1966	26	154	180	869	61,421
1967	28*	171	200	936	65,722
1968	29	181	210	979	71,388
1969	36	201	237	1,057*	78,560
1970	35	213*	248*	1,103*	84,468

*Estimations

**Chiffres valables pour l'année financière; ainsi les recettes de l'année 1970-71 figurent vis-à-vis de 1970.

Sources : Bureau fédéral de la statistique, MacLean-Hunter Research Bureau et les Services de la statistique et de la comptabilité de Radio-Canada.

TABLE 10:

Television and Radio Households in Canada*
Estimates as of January 1, 1971

	Number '000	Percent
Total Households	5,798	100.0
With TV Sets	5,596	96.5
With Color Sets	1,050	18.1
With Radio Sets	5,619	96.9
With FM Sets	3,213	55.4

* Does not include Yukon or the Northwest Territories.

Source of Data: CBC Statistics Department and BBM
Bureau of Measurement.

TABLEAU 10 :

Foyers canadiens* possédant la radio ou la télévision
Nombre approximatif au 1^{er} janvier 1971

	Nombre (milliers)	Pourcentage
Nombre global de foyers	5,798	100.0
possédant la télévision	5,596	96.5
possédant la télévision en couleur	1,050	18.1
possédant la radio	5,619	96.9
possédant la radio MF	3,213	55.4

*Yukon et Territoires du Nord-Ouest non compris.

Sources : Service de la statistique de Radio-Canada et BBM Bureau
of Measurement.

TABLE 11: CBC Coverage – Summary Data
Radio and Television
English, French and Composite Networks
Estimates as of March 31, 1971

	Total, Canada	Radio (AM) Coverage		Television Coverage	
		Number	Percent of Total, Canada	Number	Percent of Total, Canada
English Population	15,419,000	15,163,000	98.3	14,775,000	95.8
Population able to speak English	17,444,000	17,100,000	98.0	16,583,000	95.1
			French Network		
French Population	5,948,000	5,788,000	97.3	5,569,000	93.6
Population able to speak French	6,532,000	6,308,000	96.6	5,911,000	90.5
			Composite Networks		
Total Population	21,644,000	21,345,000	98.6	20,949,000	96.8

Note: The statistics are based on the service areas (radio . . . daytime service, television . . . A & B service) of all CBC-owned and CBC-affiliated stations in operation or approved by the CRTC prior to April 1, 1970.

TABEAU 11 : Rayonnement de Radio-Canada
Radio et télévision
Réseau anglais, réseau français et réseaux réunis
Chiffres approximatifs au 31 mars 1970

	Canada	Rayonnement de la radio MA		Rayonnement de la télévision	
		Nombre	Pourcentage	Nombre	Pourcentage
Population anglaise	15,419,000	15,163,000	98.3	14,775,000	95.8
Population parlant l'anglais	17,444,000	17,100,000	98.0	16,583,000	95.1
			Réseau français		
Population française	5,948,000	5,788,000	97.3	5,569,000	93.6
Population parlant le français	6,532,000	6,308,000	96.6	5,911,000	90.5
			Réseaux réunis		
Population globale	21,644,000	21,345,000	98.6	20,949,000	96.8

Nota : Les données se fondent sur les zones de rayonnement (rayonnement de jour pour la radio, zones A et B pour la télévision) de toutes les stations appartenant ou affiliées à Radio-Canada, en service ou approuvées par le CRTC avant le 1^{er} avril 1970.

TABLE 12: Extension of Coverage this Year
by CBC (Completions)

Transmission Facilities	Location	
Radio		
Low Power Relay Transmitters	Nfld.	Cartwright
	N.S.	Arichat (F) Belle Cote (F) Cheticamp (F)
	Quebec	Chibougamau Lac Edouard (F) Label sur Quevillon
	Ontario	Deep River (F) Mattawa (F) Dubreuilville (F) Rolphton (F)
	Manitoba	Wabowden
	Alberta	Fort Vermilion Grande Cache High Level
	B.C.	Alice Arm Blue River Parson Shalalth-Seton Portage
	Y.T.	Faro
	P.E.I.	Charlottetown
	Ontario	Windsor (F)
Television		
Frontier Coverage Package	Nfld.	Churchill Falls (F)
TV Network Relay and Rebroadcasting Stations	Nfld.	Bonne Bay Buchans (Temporary Facilities)
	N.S.	Yarmouth (F)
	Quebec	Chapais/Chibougamau (F)
	B.C.	Bonnington

Improvements to Coverage—Present Stations

Television	Location	
TV Broadcasting Stations	Nfld.	St. Anthony (Change of Program Service)
	N.S.	Halifax (New Tower)
	Ontario	Toronto (New Antenna)
	Quebec	St. Georges de Beauce (Relocation of Transmitter)

TABLEAU 12 : Nouveaux émetteurs de
Radio-Canada (en service)

Emetteurs		
Radio	Lieu	
Emetteurs-relais de faible puissance	Terre-Neuve	Cartwright
	Nouvelle-Ecosse	Arichat (F) Belle-Côte (F) Chéticamp (F)
	Québec	Chibougamau Lac Edouard (F) Lebel sur Quevillon
	Ontario	Deep River (F) Dubreuilville (F) Rolphon (F)
	Manitoba	Wabowden
	Alberta	Fort Vermilion Grande Cache High Level
	Colombie-Britannique	Alice Arm Blue River Parson Shalath-Seton Portage
	Yukon	Faro
	Ile-du-Prince-Edouard	Charlottetown
	Ontario	Windsor (F)
Télévision		
Emetteur d'avant-poste	Terre-Neuve	Churchill Falls (F)
Emetteurs-relais et réémetteurs	Terre-Neuve	Bonne Bay Buchans (provisoire)
	Nouvelle-Ecosse	Yarmouth (F)
	Québec	Chapais/Chibougamau (F)
	Colombie-Britannique	Bonnington

Améliorations réalisées

Télévision	Lieu	
Réémetteurs	Terre-Neuve	St. Anthony (nouveau programme)
	Nouvelle-Ecosse	Halifax (nouvelle tour)
	Ontario	Toronto (nouvelle antenne)
	Québec	St-Georges-de-Beauce (déménagement de l'émetteur)

TABLE 13: Extension of Coverage this Year
by CBC (Starts)

Transmission Facilities	Location	
Radio		
Low Power Relay Transmitters	N.B.	McAdam
	Quebec	Clova (F) Lac Megantic
	Ontario	Field (F) Verner (F)
	Alberta	Grande Cache Rainbow Lake
	B.C.	Kitawanga
	N.W.T.	Rae
New FM Station — LPRT	B.C.	Bonnington
New FM Stations	Quebec	Quebec (F)
	Ontario	Ottawa (F)
Television		
Frontier Coverage Packages	Ontario	Moosonee
	N.W.T.	Frobisher Bay
	Y.T.	Faro
Stations	Ontario	Windsor CKLW-TV (Acquisition)
	Sask.	Saskatoon
TV Rebroadcasting Stations	Nfld.	Buchans (Permanent Facilities)
		Millertown
	N.S.	Halifax (F) Mulgrave Mulgrave (F) Sydney Sydney (F)
	Ontario	Toronto (F) UHF
	Quebec	Lac Megantic (F)
	Sask.	Fort Qu'Appelle Stranrear Willow Bunch
	B.C.	Golden Invermere

Note: Criterion for "Starts" is the submission of an application to CRTC

TABLEAU 13 : Nouveaux émetteurs
de Radio-Canada (en route)

Emetteurs	Lieu	
Radio		
Emetteurs-relais de faible puissance	Nouveau-Brunswick	McAdam
	Québec	Clova (F) Lac Mégantic
	Ontario	Field (F) Verner (F)
	Alberta	Grande Cache Rainbow Lake
	Colombie-Britannique	Kitwanga
	Territoires du Nord-Ouest	Rae
Nouvelle station FM - E.-R.F.P.	Colombie-Britannique	Bonnington
Nouvelle station FM	Québec	Québec (F)
	Ontario	Ottawa (F)
Télévision		
Emetteurs d'avant-poste	Ontario	Moosonee
	Territoires du Nord-Ouest	Frobisher Bay
	Yukon	Faro
Stations	Ontario	Windsor CKLW-TV (acquisition)
Réémetteurs	Saskatchewan	Saskatoon
	Terre-Neuve	Buchans (équipements définitifs) Millertown
	Nouvelle-Ecosse	Halifax (F) Mulgrave Mulgrave (F) Sydney Sydney (F)
	Ontario	Toronto (F) UHF
	Québec	Lac Mégantic (F)
	Saskatchewan	Fort Qu'Appelle Stranrear Willow Bunch
	Colombie-Britannique	Golden Invermere

Nota : Une station est dite « en route » dès qu'une demande de permis a été présentée au CRTC.

TABLE 14: Amount in Hours of Local Color Programming, Predominantly Film, on CBC Television Stations each week.

	Minimum	Maximum
St. John's	11	15
Corner Brook	—	—
Halifax	4	19
Charlottetown	5	10
Moncton	—	—
Quebec	—	3
Montreal	12	25
Ottawa (English)	15	27
Ottawa (French)	5	6
Toronto	14	39
Winnipeg (English)	12	24
Winnipeg (French)	—	—
Regina/Moose Jaw	—	—
Edmonton (English)	14	26
Edmonton (French)	—	—
Vancouver	15	27

TABEAU 14 : Heures hebdomadaires d'émissions locales en couleur (des films surtout) diffusées par les stations de Radio-Canada

	Minimum	Maximum
St-Jean (T.-N.)	11	15
Corner Brook	—	—
Halifax	4	19
Charlottetown	5	10
Moncton	—	—
Québec	—	3
Montréal	12	25
Ottawa (anglais)	15	27
Ottawa (français)	5	6
Toronto	14	39
Winnipeg (anglais)	12	24
Winnipeg (français)	—	—
Regina/Moose Jaw	—	—
Edmonton (anglais)	14	26
Edmonton (français)	—	—
Vancouver	15	27

TABLE 15: Amount of Color Programming in Hours on CBC Network in a Normal Week.

	Total Air Time	Colour Hours		Percentage	
		Minimum	Maximum	Minimum	Maximum
English Network	73	51	61	70	84
French Network	109	54	86	49	79

TABEAU 15 : Heures d'émissions en couleur diffusées au cours d'une semaine type par les réseaux de Radio-Canada

	Temps global d'antenne	Heures couleur		Pourcentage	
		Minimum	Maximum	Minimum	Maximum
Réseau anglais	73	51	61	70	84
Réseau français	109	54	86	49	79

TABLE 16: Senior Officers of the Canadian Broadcasting Corporation
(March 31, 1971)

CORPORATE

G. F. Davidson, President
 L. A. Picard, Executive Vice-President
 J. P. Gilmore, Vice-President, Planning
 R. C. Fraser, Vice-President, Corporate Affairs and Assistant to the President
 Marcel Ouimet, Vice-President, Programming
 R. D. Cahoon, Vice-President, Engineering
 Guy Coderre, Vice-President, Administration
 V. F. Davies, Vice-President, Finance
 Charles Jennings, Vice-President & General Manager, Regional Broadcasting
 J. R. Alleyn, Q.C., General Counsel
 K. J. Radford, Executive Director, Management Information Systems

DIVISIONAL

E. S. Hallman, Vice-President & General Manager, English Services Division
 Marce Munro, Assistant General Manager, English Services Division
 Raymond David, Vice-President & General Manager, French Services Division
 Jean Blais, Assistant General Manager, French Services Division

REGIONAL

R. W. McGall, Director for the Province of British Columbia, Vancouver
 D. L. Bennett, Director for the Prairie Provinces, Winnipeg
 S. R. Kennedy, Director for the Maritime Provinces, Halifax
 A. K. Morrow, Director for the Province of Newfoundland, St. John's
 A. G. Cowan, Director of Northern and Armed Forces Services, Ottawa
 W. T. Armstrong, Director, Ottawa Area

EXTERNAL

H. G. Walker, Director-General, External Services Division
 C. R. Delafield, Director of the International Service, Montreal

TABLEAU 16 :

DIRECTION

DIRECTION GÉNÉRALE

G. F. Davidson, Président
 L. A. Picard, Vice-président exécutif
 J. P. Gilmore, Vice-président à la planification
 R. C. Fraser, Vice-président aux affaires générales et adjoint du président
 Marcel Ouimet, Vice-président aux programmes
 R. D. Cahoon, Vice-président à l'ingénierie
 Guy Coderre, Vice-président à l'administration
 V. F. Davies, Vice-président aux finances
 Charles Jennings, Vice-président et directeur général de la radiodiffusion régionale
 J. R. Alleyn, C.R., Chef du contentieux
 K. J. Radford, Directeur exécutif des systèmes intégrés de gestion

DIVISIONS

E. S. Hallman, Vice-président et directeur général de la Division des services anglais
 Marce Munro, Directeur général adjoint de la Division des services anglais
 Raymond David, Vice-président et directeur général de la Division des services français
 Jean Blais, Directeur général adjoint de la Division des services français

REGIONS

R. W. McGall, Directeur pour la Colombie-Britannique, à Vancouver
 D. L. Bennett, Directeur pour les provinces des Prairies, à Winnipeg
 S. R. Kennedy, Directeur pour les provinces Maritimes, à Halifax
 A. K. Morrow, Directeur pour Terre-Neuve, à St-Jean
 A. G. Cowan, Directeur des services du Nord et des forces armées, à Ottawa
 W. T. Armstrong, Directeur de la zone d'Ottawa

SERVICES EXTERIEURS

H. G. Walker, Directeur général des services extérieurs
 C. R. Delafield, Directeur du service International, à Montréal

TABLE 17: CAPITAL ASSETS AS AT MARCH 31

	(in thousands of dollars)						
	1971	%	1970	1969	1968	1967	
BY TYPE	\$		\$	\$	\$	\$	
Land	8,810	4	8,653	7,384	5,457	5,186	
Buildings	83,595	39	63,101	50,093	42,454	39,184	
Technical Equipment	113,778	53	108,218	99,967	83,853	71,490	
Furnishings and Equipment	5,948	3	5,781	5,597	5,092	4,788	
Others (Cars, Trucks, Musical Instruments, etc.)	3,729	1	3,645	3,094	2,833	2,376	
International Broadcasting Service Facilities (Note)	—	—	—	—	6,515	6,407	
	<u>215,860</u>	<u>100</u>	<u>189,398</u>	<u>166,135</u>	<u>146,204</u>	<u>129,431</u>	
	Number of Locations						
BY LOCATION		Leased	Owned				
Newfoundland	9,127	22	31	8,891	7,582	6,388	4,932
Prince Edward Island	204	2	1	99	92	—	—
Nova Scotia	10,695	13	21	9,148	7,444	5,790	5,812
New Brunswick	6,005	5	20	4,742	3,906	2,656	1,516
Quebec	52,742	64	18	53,399	52,675	40,757	37,222
Ontario	44,114	85	35	43,612	41,471	37,307	32,325
Manitoba	12,708	18	10	11,961	11,190	11,344	9,050
Saskatchewan	2,480	5	9	1,514	570	562	558
Alberta	11,919	17	14	11,888	9,567	7,841	8,800
British Columbia	13,947	80	26	12,749	9,036	8,728	6,575
Yukon	592	16	2	559	203	197	173
North West Territories	1,181	16	5	1,046	330	300	226
Foreign Offices	252	9	—	235	198	161	143
International Broadcasting Service Facilities (Note)	—	—	—	—	6,515	6,407	
	<u>165,966</u>	<u>352</u>	<u>192</u>	<u>159,843</u>	<u>144,264</u>	<u>128,546</u>	<u>113,739</u>
Assets under Construction as at March 31st	<u>49,894</u>	<u>—</u>	<u>—</u>	<u>29,555</u>	<u>21,871</u>	<u>17,658</u>	<u>15,692</u>
	<u>215,860</u>	<u>352</u>	<u>192</u>	<u>189,398</u>	<u>166,135</u>	<u>146,204</u>	<u>129,431</u>

Note: Beginning in 1969 International Service Facilities were combined with Corporation assets in compliance with Order-in-Council P.C. 1968-525 dated March 19, 1968.

TABLEAU 17 : VALEURS IMMOBILISEES AU 31 MARS

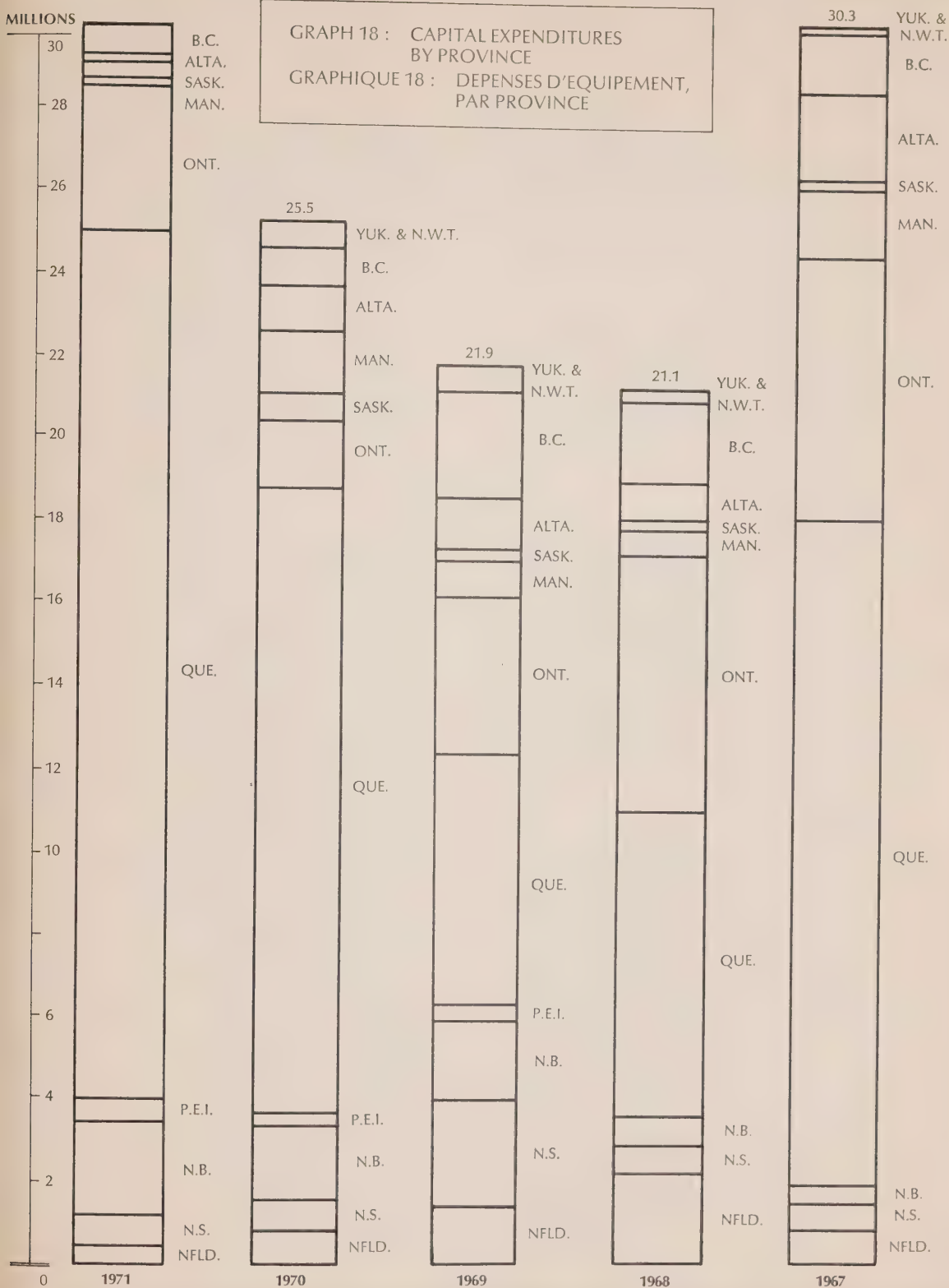
(en milliers de dollars)

	1971	%	1970	1969	1968	1967
PAR CATEGORIE	\$		\$	\$	\$	\$
Terrains	8,810	4	8,653	7,384	5,457	5,186
Bâtiments	83,595	39	63,101	50,093	42,454	39,184
Matériel technique	113,778	53	108,218	99,967	83,853	71,490
Mobilier et équipement de bureau	5,948	3	5,781	5,597	5,092	4,788
Divers (Parc automobile, instruments de musique, etc.)	3,729	1	3,645	3,094	2,833	2,376
Equipelement du Service International*	—	—	—	—	6,515	6,407
	<u>215,860</u>	<u>100</u>	<u>189,398</u>	<u>166,135</u>	<u>146,204</u>	<u>129,431</u>
	Nombre d'établissements en en location propre					
PAR DISTRIBUTION GÉOGRAPHIQUE						
Terre-Neuve	9,127	22	8,891	7,582	6,388	4,932
Ile-du-Prince-Edouard	204	2	99	92	—	—
Nouvelle-Ecosse	10,695	13	9,148	7,444	5,790	5,812
Nouveau-Brunswick	6,005	5	4,742	3,906	2,656	1,516
Québec	52,742	64	53,399	52,675	40,757	37,222
Ontario	44,114	85	43,612	41,471	37,307	32,325
Manitoba	12,708	18	11,961	11,190	11,344	9,050
Saskatchewan	2,480	5	1,514	570	562	558
Alberta	11,919	17	11,888	9,567	7,841	8,800
Colombie-Britannique	13,947	80	12,749	9,036	8,728	6,575
Yukon	592	16	559	203	197	173
Territoires du Nord-Ouest	1,181	16	1,046	330	300	226
Bureaux à l'étranger	252	9	235	198	161	143
Equipelement du Service International*	—	—	—	—	6,515	6,407
	<u>165,966</u>	<u>352</u>	<u>159,843</u>	<u>144,264</u>	<u>128,546</u>	<u>113,739</u>
Travaux en cours au 31 mars	49,894	—	29,555	21,871	17,658	15,692
	<u>215,860</u>	<u>352</u>	<u>189,398</u>	<u>166,135</u>	<u>146,204</u>	<u>129,431</u>

*En 1969, les équipements du Service International ont été incorporés aux actifs de la Société, conformément au décret C.P. 1968-525 du 19 mars 1968.

MILLIONS

GRAPH 18 : CAPITAL EXPENDITURES
BY PROVINCE
GRAPHIQUE 18 : DEPENSES D'EQUIPEMENT,
PAR PROVINCE



GRAPH 19:
DISPOSITION OF THE OPERATING DOLLAR
GROSS EXPENDITURES, 1971

Interest on Capital Loans

General Administration

Selling

External Service

Operational Supervision
and Services

Agency Commissions

Paymts. to Private Stns.

Station Transmission

Network Distribution

Programs

GRAPHIQUE 19 :
VENTILATION DES FRAIS D'EXPLOITATION,
DEPENSES BRUTES, 1971

Intérêts sur emprunts de
capitaux

Administration générale

Ventes

Services extérieurs

Surveillance et services
d'exploitation

Commissions versées
aux agences

Versements aux stations

Diffusion par les
stations

Distribution—Réseau

Émissions

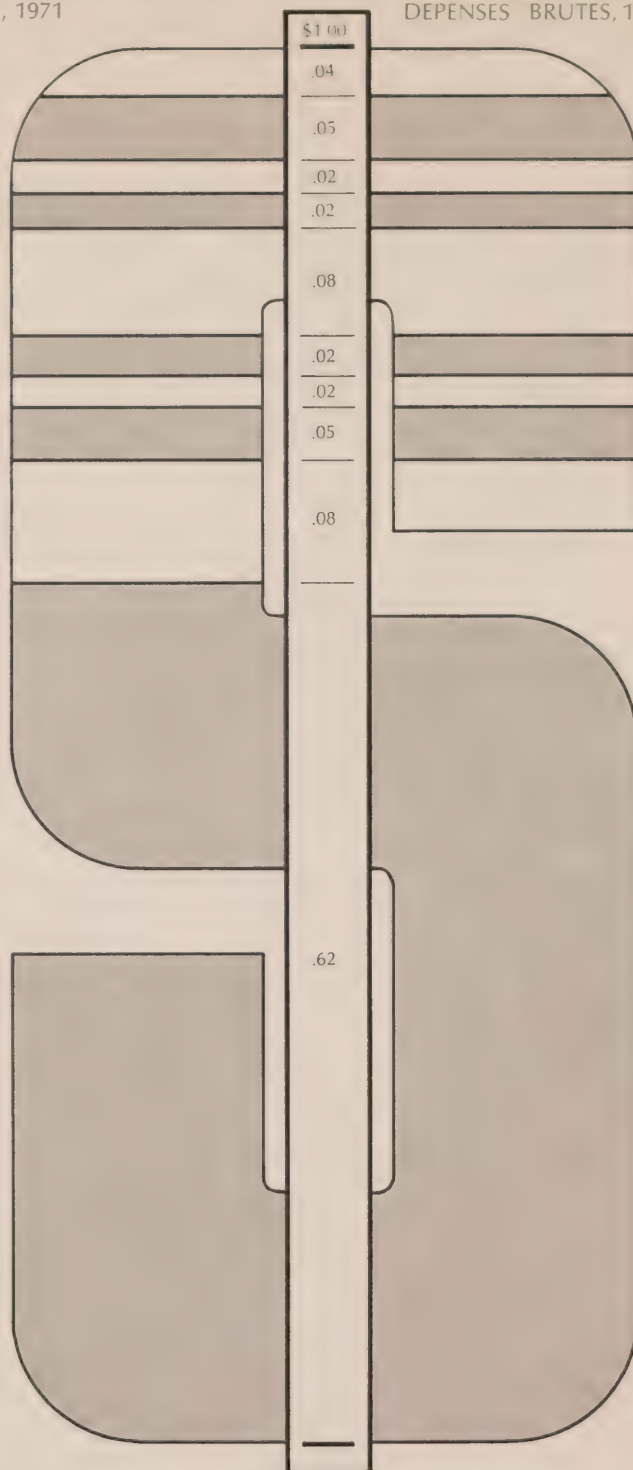


CHART 20:

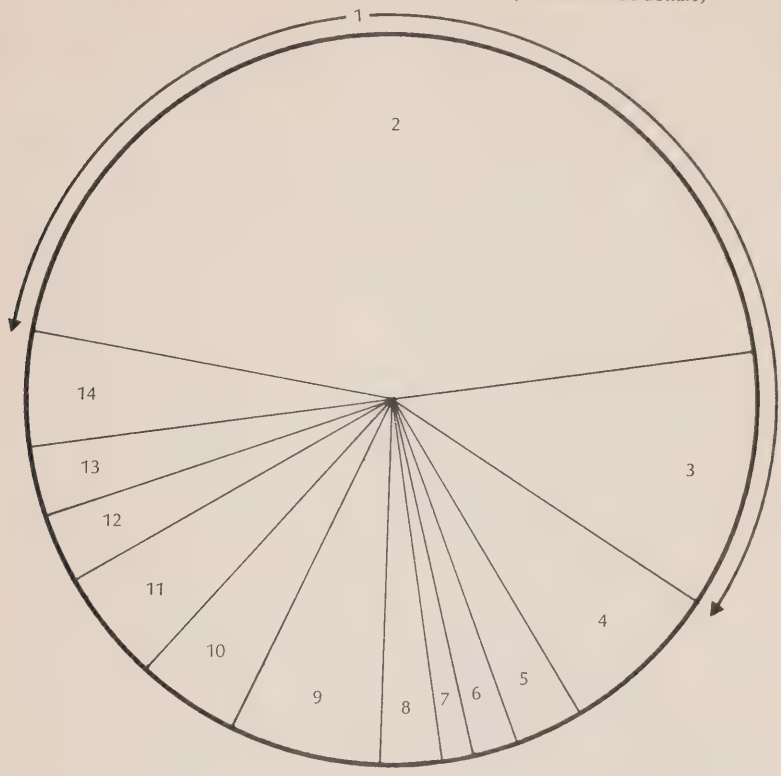
PERCENTAGE DISTRIBUTION OF GROSS
OPERATING EXPENSE

YEAR ENDED MARCH 31, 1971
(In Millions of Dollars)

GRAPHIQUE 20 :

VENTILATION DES FRAIS BRUTS D'EXPLOITATION

ANNEE TERMINEE LE 31 MARS 1971
(en millions de dollars)



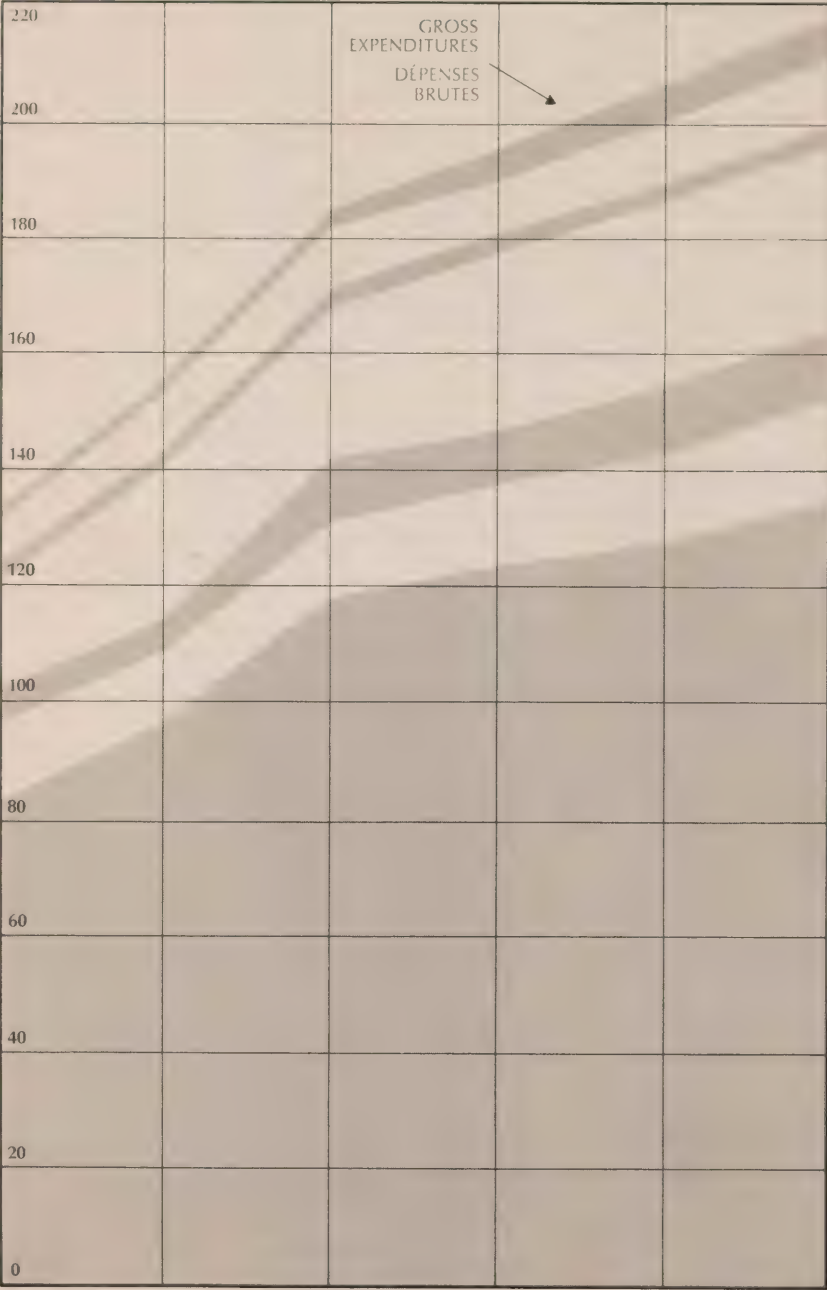
1. Salary Expense & Performers (2. & 3.)		\$130.2
2. Salary and Wages Expense	46%	\$104.8
3. Performers' Fees, Authors' Composers' & Other Rights	11%	\$25.4
4. Film Rights & Commissioned Productions	7%	\$16.5
5. Recording & Film Processing	3%	\$6.4
6. TV Staging & Production Costs	2%	\$5.1
7. Maintenance of Technical Equipment	1%	\$2.6
8. Building Rental and Maintenance	3%	\$7.4
9. Lines and Microwave	6%	\$13.0
10. General Expense	6%	\$12.4
11. Depreciation	5%	\$11.0
12. Payments to Private Stations	2%	\$5.1
13. Agency Commissions & Allowances	2%	\$5.0
14. Capital Loan Financing	6%	\$13.7

1. Salaires et cachets (2. & 3.)		\$130.2
2. Salaires	46%	\$104.8
3. Cachets d'artistes, droits d'auteurs et autres droits	11%	\$25.4
4. Droits sur films et émissions commandées	7%	\$16.5
5. Enregistrement et service du film	3%	\$6.4
6. Frais de réalisation et de scénographie TV	2%	\$5.1
7. Maintenance	1%	\$2.6
8. Loyers et entretien d'immeubles	3%	\$7.4
9. Liaisons terrestres et hertziennes	6%	\$13.0
10. Frais divers	6%	\$12.4
11. Amortissements	5%	\$11.0
12. Versements aux stations privées	2%	\$5.1
13. Commissions versées aux agences et réseaux	2%	\$5.0
14. Charges financières sur emprunts de capitaux	6%	\$13.7

GRAPH 21:
GROSS EXPENDITURES
1964/65 to 1970/71

COURBE 21 :
DEPENSES BRUTES
1964/65 à 1970/71

MILLIONS
\$



INTEREST ON LOANS TO
FINANCE THE ACQUISITION
OF CAPITAL ASSETS
INTERETS SUR EMPRUNTS AUX
FINS D'EQUIPEMENT
GENERAL ADMINISTRATION
ADMINISTRATION GENERALE
SELLING EXPENSE
FRAIS DE VENTE
OTHER PROGRAMMING
COSTS
AUTRE FRAIS DE
PROGRAMMATION
STATION TRANSMISSION
DIFFUSION PAR LES STATIONS
NETWORK DISTRIBUTION
DISTRIBUTION-RESEAU
PROGRAMS
EMISSIONS

1966 1967 1968 1969 1970 1971

GRAPH 22: GROSS EXPENDITURES & REVENUES – RADIO & TELEVISION AND PERCENTAGE INCREASE OF EXPENDITURES

COURBE 22 : DEPENSES ET RECETTES BRUTES – RADIO ET TELEVISION ET AUGMENTATION DES DEPENSES (EN %)

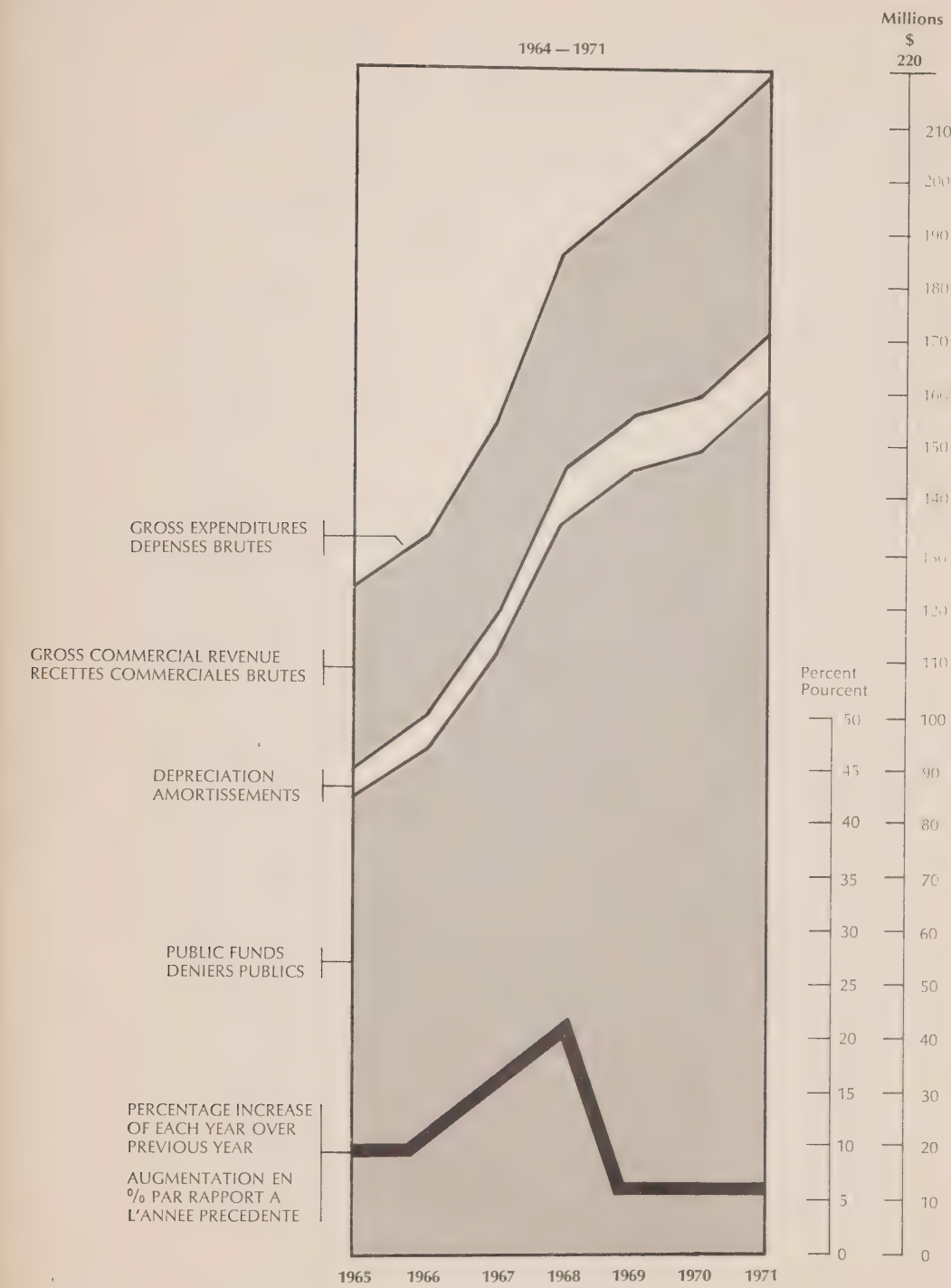


TABLE 23: TELEVISION PROGRAMMING

Average Hourly Program Cost										
ENGLISH LANGUAGE					CBC STATIONS	FRENCH LANGUAGE				
Cost of Programs Broadcast	Hours of Programs	Average Cost Per Hour	Hours of Programs On Air	Average Cost Per Hour		Cost of Programs Broadcast	Hours of Programs	Average Cost Per Hour	Hours of Programs On Air	Average Cost Per Hour
					LOCAL TIME PERIODS LIVE					
\$22,106,000	7,446	\$ 2,969	8,399	\$2,632	1971	\$ 4,035,000	763	\$ 5,288	763	\$5,288
\$21,087,000	6,936	\$ 3,040	7,598	\$2,775	1970	\$ 3,294,000	573	\$ 5,749	573	\$5,749
					FILM					
\$ 2,166,000	11,100	\$ 195	12,242	\$ 177	1971	\$ 145,000	183	\$ 792	183	\$ 792
\$ 2,292,000	11,121	\$ 206	11,808	\$ 194	1970	\$ 116,000	673	\$ 172	673	\$ 172
					NETWORK TIME PERIODS LIVE					
\$36,729,000	3,000	\$12,243	34,810	\$1,055	1971	\$30,628,000	2,519	\$12,159	12,541	\$2,442
\$33,254,000	2,735	\$12,159	30,861	\$1,077	1970	\$30,423,000	2,927	\$10,394	9,712	\$3,132
					FILM					
\$ 4,611,000	1,058	\$ 4,358	12,696	\$ 363	1971	\$ 6,136,000	2,968	\$ 2,067	17,808	\$ 344
\$ 5,089,000	1,102	\$ 4,618	12,122	\$ 420	1970	\$ 5,478,000	2,737	\$ 2,001	16,422	\$ 334

TABLEAU 23 : EMISSIONS DE TELEVISION

Coût moyen par heure										
LANGUE ANGLAISE					STATIONS DE RADIO-CANADA	LANGUE FRANÇAISE				
Coût de la diffusion	Durée des émissions en heures	Coût moyen par heure	Heures de diffusion	Coût moyen par heure		Coût de la diffusion	Durée des émissions en heures	Coût moyen par heure	Heures de diffusion	Coût moyen par heure
\$		\$		\$		\$		\$		\$
EMISSIONS LOCALES EN DIRECT										
\$22,106,000	7,446	\$ 2,969	8,399	\$2,632	1971	\$ 4,035,000	763	\$ 5,288	763	\$ 5,288
\$21,087,000	6,936	\$ 3,040	7,598	\$2,775	1970	\$ 3,294,000	573	\$ 5,749	573	\$ 5,749
SUR FILM										
\$ 2,166,000	11,100	\$ 195	12,242	\$ 177	1971	\$ 145,000	183	\$ 792	183	\$ 792
\$ 2,292,000	11,121	\$ 206	11,808	\$ 194	1970	\$ 116,000	673	\$ 172	673	\$ 172
EMISSIONS-RESEAU EN DIRECT										
\$36,729,000	3,000	\$12,243	34,810	\$1,055	1971	\$30,628,000	2,519	\$12,159	12,541	\$ 2,442
\$33,254,000	2,735	\$12,159	30,861	\$1,077	1970	\$30,423,000	2,927	\$10,394	9,712	\$ 3,132
SUR FILM										
\$ 4,611,000	1,058	\$ 4,358	12,696	\$ 363	1971	\$ 6,136,000	2,968	\$ 2,067	17,808	\$ 344
\$ 5,089,000	1,102	\$ 4,618	12,122	\$ 420	1970	\$ 5,478,000	2,737	\$ 2,001	16,422	\$ 334

TABLE 24: RADIO PROGRAMMING

Average Hourly Program Cost										
ENGLISH LANGUAGE					CBC STATIONS	FRENCH LANGUAGE				
Cost of Programs Broadcast	Hours of Programs	Average Cost Per Hour	Hours of Programs On Air	Average Cost Per Hour		Cost of Programs Broadcast	Hours of Programs	Average Cost Per Hour	Hours of Programs On Air	Average Cost Per Hour
LOCAL TIME PERIODS										
\$ 8,935,000	71,723	\$ 125	103,440	\$86	1971	\$2,091,000	13,021	\$ 160	13,021	\$160
\$ 7,750,000	70,281	\$ 110	98,074	\$79	1970	\$2,016,000	13,935	\$ 145	13,935	\$145
NETWORK TIME PERIODS										
\$10,610,000	10,037	\$1,057	119,055	\$89	1971	\$6,848,000	6,604	\$1,037	46,465	\$147
\$10,155,000	10,096	\$1,006	116,548	\$87	1970	\$6,191,000	6,891	\$ 898	39,166	\$158

TABLEAU 24 : ÉMISSIONS RADIOPHONIQUES

Coût moyen par heure										
LANGUE ANGLAISE					STATIONS DE RADIO-CANADA	LANGUE FRANÇAISE				
Coût de la diffusion	Durée des émissions en heures	Coût moyen par heure	Heures de diffusion	Coût moyen par heure		Coût de la diffusion	Durée des émissions en heures	Coût moyen par heure	Heures de diffusion	Coût moyen par heure
\$		\$		\$		\$		\$		\$
ÉMISSIONS LOCALES										
\$ 8,935,000	71,723	\$ 125	103,440	\$ 86	1971	\$ 2,091,000	13,021	\$ 160	13,021	\$ 160
\$ 7,750,000	70,281	\$ 110	98,074	\$ 79	1970	\$ 2,016,000	13,935	\$ 145	13,935	\$ 145
ÉMISSIONS- RÉSEAU										
\$10,610,000	10,037	\$ 1,057	119,055	\$ 89	1971	\$ 6,848,000	6,604	\$ 1,037	46,465	\$ 147
\$10,155,000	10,096	\$ 1,006	116,548	\$ 87	1970	\$ 6,191,000	6,891	\$ 898	39,166	\$ 158

TABLE 25: TALENT PAYMENTS – RADIO AND TELEVISION

(in thousands of dollars)	1970/71		1969/70		1968-69		1967/68		1966/67	
	% of Pro-gram Cost	\$ Total Cost	% of Pro-gram Cost	\$ Total Cost	% of Pro-gram Cost	\$ Total Cost	% of Pro-gram Cost	\$ Total Cost	% of Pro-gram Cost	\$ Total Cost
Music Talent Fees	4	6,142	4	5,073	4	5,076	4	5,226	5	5,485
Union Actors, Writers, Performers	8	10,573	8	10,360	8	10,173	9	10,013	9	9,088
Other Actors, Writers, Performers	4	4,941	4	5,104	4	4,363	3	3,956	5	4,546
Talent Payroll	16	21,656	16	20,537	16	19,612	16	19,195	19	19,110
"Royalty Payments" to Authors, Composers and Musicians Associations	1	1,113	1	1,071	1	1,603	1	967	1	885
	17	22,769	17	21,608	17	21,215	17	20,162	20	20,000
International Service Payments Not Included							167		110	
	1970/71									
	% of Pro-gram cost	% Total Cost	New-found land	Maritime	Prov. of Quebec	Ontario	Prairies	British Columbia	Northern	I.S.
Music Talent Fees	4	6,142	104	486	1,570	2,732	672	565	1	12
Union Actors, Writers, Performers	8	10,573	126	304	4,704	4,372	588	461	—	18
Other Actors, Writers, Performers	4	4,941	116	265	1,902	2,196	173	191	45	53
Talent Payroll	16	21,656	346	1,055	8,176	9,300	1,433	1,217	46	83
"Royalty Payments" to Authors, Composers and Musicians Associations	1	1,113	43	100	331	273	254	104	2	6
	17	22,769	389	1,155	8,507	9,573	1,687	1,321	48	89

NOTE: Beginning in 1969 International Service Facilities were combined with the Corporation in compliance with Order-in-Council P 1968-525 dated March 19, 1968.

TABLEAU 25 : CACHETS D'ARTISTES — RADIO ET TELEVISION

	(en milliers de dollars)									
	1970/71		1969/70		1968/69		1967/68		1966/67	
	% du coût des émissions	\$ Dépenses globales	% du coût des émissions	\$ Dépenses globales	% du coût des émissions	\$ Dépenses globales	% du coût des émissions	\$ Dépenses globales	% du coût des émissions	\$ Dépenses globales
Cachets des musiciens	4	6,142	4	5,073	4	5,076	4	5,226	5	5,485
Acteurs, auteurs et artistes syndiqués	8	10,573	8	10,360	8	10,173	9	10,013	9	9,085
Acteurs, auteurs et artistes	4	4,941	4	5,104	4	4,363	3	3,956	5	4,546
Cachets d'artistes	16	21,656	16	20,537	16	19,612	16	19,195	19	19,116
Droits d'auteurs versés aux associations d'auteurs, de compositeurs et de musiciens	1	1,113	1	1,071	1	1,603	1	967	1	885
	17	22,769	17	21,608	17	21,215	17	20,162	20	20,001
Cachets (non compris) du Service International	—	—	—	—	—	—	167	—	110	—
	1970/71									
	% du coût des émissions	\$ Dépenses globales	Terre-Neuve \$	Mari-times \$	Québec \$	Ontario \$	Prairies \$	Colombie-Britannique \$	Nord \$	Service International \$
Cachets des musiciens	4	6,142	104	486	1,570	2,732	672	565	1	12
Acteurs, auteurs et artistes syndiqués	8	10,573	126	304	4,704	4,372	588	461	—	18
Acteurs, auteurs et artistes	4	4,941	116	265	1,902	2,196	173	191	45	53
Cachets d'artistes	16	21,656	346	1,055	9,300	9,300	1,433	1,217	46	83
Droits d'auteurs versés aux associations d'auteurs, de compositeurs et de musiciens	1	1,113	43	100	331	273	254	104	2	6
	17	22,769	389	1,155	8,507	9,573	1,687	1,321	48	89

ota : En 1969, la Société a absorbé le Service International, conformément au décret CP 1968-525 du 19 mars 1968.

TABLE 26: NET ADVERTISING REVENUE

(in thousands of dollars)
year ended March 31

	1971 \$	1970 \$	1969 \$	1968 \$	1967 \$
RADIO					
Gross Advertising Revenue	2,210	2,152	2,018	2,125	2,014
Less: Payments to Affiliates	67	92	135	157	155
Commissions to Agencies & Networks	192	190	181	206	225
Net Advertising Revenue (1)	1,951	1,870	1,702	1,762	1,834
TELEVISION					
Gross Advertising Revenue	42,851	44,881	37,548	36,265	32,651
Less: Payments to Affiliates	5,081	5,633	5,197	5,307	4,855
Commissions to Agencies & Networks	4,864	5,192	4,607	4,232	3,919
Net Advertising Revenue (1)	32,906	34,056	27,744	26,726	23,877
RADIO & TELEVISION COMBINED					
Gross Advertising Revenue	45,061	47,033	39,566	38,390	34,866
Less: Payments to Affiliates	5,148	5,725	5,332	5,464	5,010
Commissions to Agencies & Networks	5,056	5,382	4,788	4,438	4,144
Net Advertising Revenue (1)	34,857	35,926	29,446	28,488	25,712
Selling Expense	3,643	3,424	3,010	2,696	2,410
Selling Expense % of Gross Revenue	8.1	7.3	7.6	7.0	6.9

(1) Net advertising revenue is total corporate advertising revenue after payments to private affiliates and commissions to agencies and networks.

TABLEAU 26 : RECETTES PUBLICITAIRES NETTES

(en milliers de dollars)

	Année terminée le 31 mars				
	1971 \$	1970 \$	1969 \$	1968 \$	1967 \$
RADIO					
Recettes publicitaires brutes	2,210	2,152	2,018	2,125	2,014
Moins : versements aux affiliées	67	92	135	157	155
Commissions aux agences et aux réseaux	192	190	181	206	225
Recettes publicitaires nettes (1)	1,951	1,870	1,702	1,762	1,834
TÉLÉVISION					
Recettes publicitaires brutes	42,851	44,881	37,548	36,265	32,651
Moins : versements aux affiliées	5,081	5,633	5,197	5,307	4,855
Commissions aux agences et aux réseaux	4,864	5,192	4,607	4,232	3,919
Recettes publicitaires nettes (1)	32,906	34,056	27,744	26,726	23,877
RADIO ET TÉLÉVISION					
Recettes publicitaires brutes	45,061	47,033	39,566	38,390	34,866
Moins : versements aux affiliées	5,148	5,725	5,332	5,464	5,010
Commissions aux agences et aux réseaux	5,056	5,382	4,788	4,438	4,144
Recettes publicitaires nettes (1)	34,857	35,926	29,446	28,488	25,712
Frais de vente	3,643	3,424	3,010	2,696	2,410
Frais de vente en % des recettes brutes	8.1	7.3	7.6	7.0	6.9

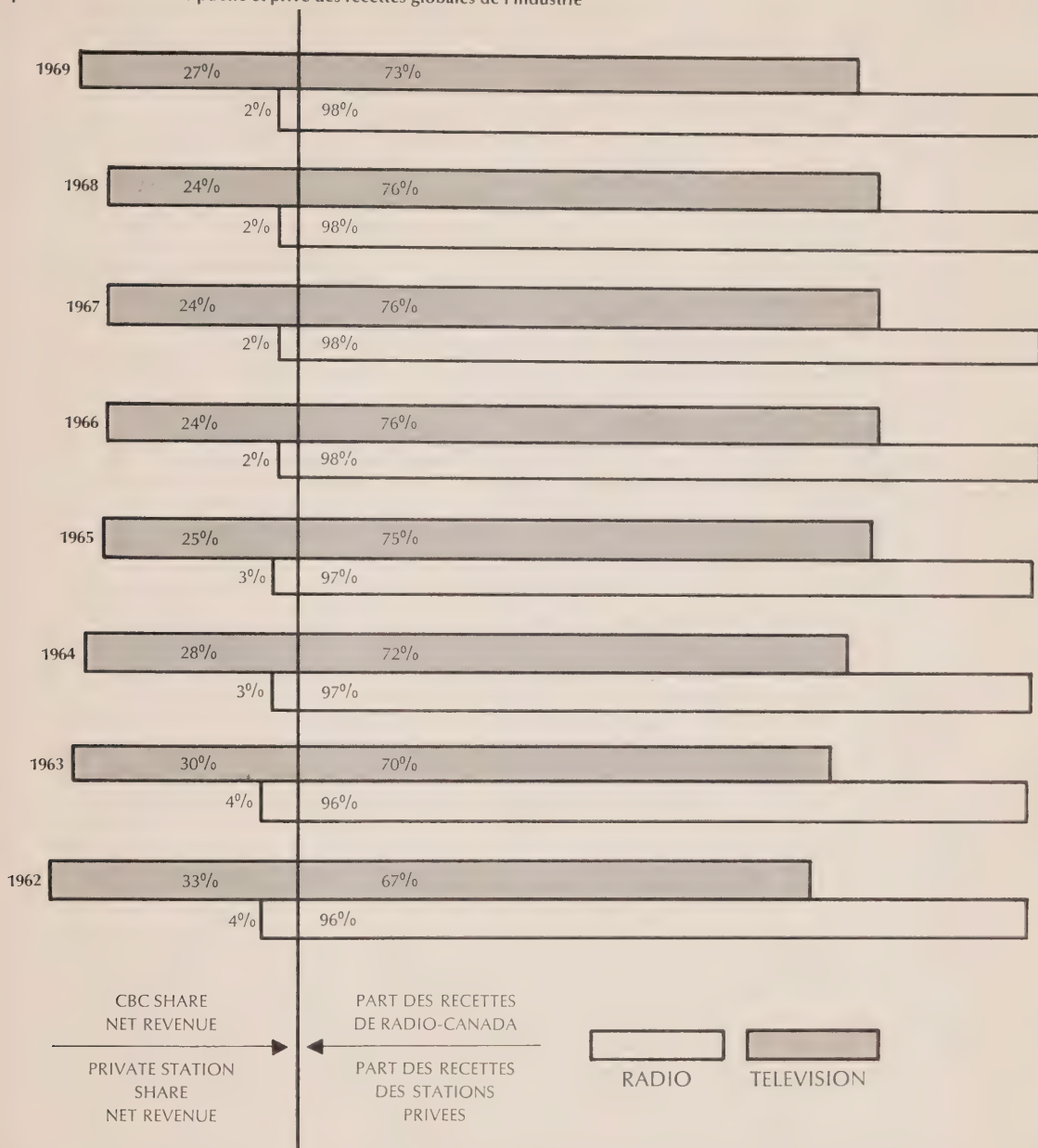
(1) Les recettes publicitaires nettes correspondent aux recettes brutes diminuées du versement payé aux stations affiliées et des commissions versées aux agences et réseaux.

GRAPH 27: PERCENTAGE DISTRIBUTION OF NET RADIO AND TELEVISION REVENUE

GRAPHIQUE 27 : REPARTITION (EN %) DES RECETTES NETTES DE LA RADIO ET DE LA TELEVISION

CBC and Private Station Share of Total Broadcasting Industry

Répartition entre secteurs public et privé des recettes globales de l'industrie



Note: Net revenue is total revenue after deducting agency commissions and allowances and the CBC payment to private affiliates.

Nota : Les recettes nettes s'entendent des recettes globales diminuées des commissions versées aux agences et réseaux et des versements faits par Radio-Canada aux stations affiliées.

Source: Dominion Bureau of Statistics: Radio and Television Broadcasting 1969, cat. 56-204; November, 1970.

Source : Bureau fédéral de la statistique : Radio et télévision 1969, numéro de catalogue 56-204; novembre 1970.

TABLE 28: PAYMENTS TO PRIVATE TELEVISION STATIONS
TABLEAU 28 : VERSEMENTS AUX STATIONS PRIVEES DE TELEVISION

(in thousands of dollars)

(en milliers de dollars)

	1971	1970	1969	1968	1967	
	\$	\$	\$	\$	\$	
Newfoundland	—	13	—	11	15	Terre-Neuve
Prince Edward Island	—	—	39	125	113	Ile-du-Prince-Edouard
Nova Scotia	139	163	152	166	154	Nouvelle-Ecosse
New Brunswick	318	417	426	453	423	Nouveau-Brunswick
Quebec	1,116	977	817	638	616	Québec
Ontario	1,828	2,067	1,810	1,925	1,719	Ontario
Manitoba	117	139	133	138	128	Manitoba
Saskatchewan	554	740	732	748	685	Saskatchewan
Alberta	449	518	562	596	544	Alberta
British Columbia	560	599	526	507	458	Colombie-Britannique
	<u>5,081</u>	<u>5,633</u>	<u>5,197</u>	<u>5,307</u>	<u>4,855</u>	

TABLE 29: PAYMENTS TO PRIVATE RADIO STATIONS
TABLEAU 29 : VERSEMENTS AUX STATIONS PRIVEES DE RADIO

(in thousands of dollars)

(en milliers de dollars)

	1971	1970	1969	1968	1967	
	\$	\$	\$	\$	\$	
Newfoundland	—	—	—	—	—	Terre-Neuve
Prince Edward Island	1	2	1	1	1	Ile-du-Prince-Edouard
Nova Scotia	2	4	3	2	1	Nouvelle-Ecosse
New Brunswick	4	4	4	4	3	Nouveau-Brunswick
Quebec	25	34	65	113	117	Québec
Ontario	23	24	37	22	20	Ontario
Manitoba	1	2	2	1	1	Manitoba
Saskatchewan	—	1	1	—	—	Saskatchewan
Alberta	1	2	3	1	1	Alberta
British Columbia	10	19	19	13	11	Colombie-Britannique
	<u>67</u>	<u>92</u>	<u>135</u>	<u>157</u>	<u>155</u>	

TABLE 30: TELEVISION BROADCASTING STATIONS AND NETWORKS
TABLEAU 30 : STATIONS ET RESEAUX DE TELEVISION

TOTAL AT MARCH 31
TOTAL AU 31 MARS

	1971		1971	1970	1969	1968	1967	
	ENGLISH	FRENCH						
	Anglais	Français						
V Stations — CBC	12	6	18	18	16	15	15	Stations de télévision — Radio-Canada
— Private Affiliates	34	9	43	43	44	45	48	— Stations privées affiliées
total Number of Stations*	46	15	61	61	60	60	63	Nombre global de stations*
CBC National Networks								Réseaux nationaux de Radio-Canada
— Number	1	1	2	2	2	2	2	— Nombre
— Miles	9,630	1,822	11,452	11,246	10,740	9,970	9,928	— Etendue en milles
verage Cost per Mile of Microwave								Coût moyen, par mille, des liaisons
leased from Carriers	\$668	\$851	\$697	\$685	\$669	\$714	\$666	hertziennes louées

Figures shown refer only to locations with television production facilities. In addition, the CBC provides television service to 100 other communities by means of network relay stations, frontier coverage packages and rebroadcasting stations having no production capability. Private stations affiliated to the CBC television networks have rebroadcasting stations at 158 other locations.

Seules les stations équipées pour la production figurent au tableau. Radio-Canada dessert également 100 autres collectivités par émetteurs-relais, émetteurs d'avant-poste ou réémetteurs, qui ne sont pas équipés pour la production. Les stations privées affiliées à nos réseaux comptent des réémetteurs dans 158 collectivités.

TABLE 31: RADIO BROADCASTING STATIONS AND NETWORKS

	1971		1971	TOTAL AT MARCH 31			1967
	ENGLISH	FRENCH		1970	1969	1968	
Radio Stations — CBC	32	9	41	40	38	38	37
— Private Affiliates	64	35	99	95	95	93	87
total Number of Stations*	96	44	140	135	133	131	124
CBC National Networks							
— AM	1	1	2	2	2	2	2
— FM	1	—	1	1	1	1	1
— Miles	20,174	7,886	28,060	26,652	24,691	23,552	22,121
verage Cost per Mile of Network							
Lines leased from Carriers	\$124	\$88	\$114	\$109	\$106	\$99	\$102

Figures shown refer only to locations with radio production facilities. In addition, the CBC provides radio service to 244 other communities by means of low power relay transmitters (LPRT) having no production capability. There is, also, one community served by an LPRT operated by a private station affiliated to the CBC radio network.

TABEAU 31 : STATIONS ET RESEAUX DE RADIO

	1971		1971	TOTAL AU 31 MARS			1967
	Anglais	Français		1970	1969	1968	
stations de radio — Radio-Canada	32	9	41	40	38	38	37
— Stations privées affiliées	64	35	99	95	95	93	87
Nombre global de stations*	96	44	140	135	133	131	124
Réseaux nationaux de Radio-Canada							
— MA	1	1	2	2	2	2	2
— MF	1	—	1	1	1	1	1
— Etendue en milles	20,174	7,886	28,060	26,652	24,691	23,552	22,121
Coût moyen, par mille, des liaisons louées	\$124	\$88	\$114	\$109	\$106	\$99	\$102

Seules les stations équipées pour la production figurent au tableau. Radio-Canada dessert également 244 autres collectivités par émetteurs-relais de faible puissance (E.-R.F.P.), qui ne sont pas équipés pour la production. Une autre collectivité est desservie par l'E.-R.F.P. d'une station privée affiliée à notre réseau.

TABLE 32 : REGIONAL INVOLVEMENT ENGLISH TELEVISION

Program Distribution by Percentage of Total Broadcast Time

	Regional & Local ¹	Regional Exchange ²	Distributed by Network but Produced Outside Network Centre	Network, less all regional and local production and distribution	Total regional and local production, distribution and exchange ³
Oct.	29.4	2.2	6.6	61.8	38.2
Nov.	30.5	3.2	6.8	59.5	40.5
Dec.	31.1	3.1	6.8	59.0	41.0
Jan.	31.4	3.0	8.5	57.1	42.9
Feb.	30.1	3.5	10.1	56.3	43.7
Mar.	31.2	4.2	8.0	56.6	43.4

1. Produced locally for local or regional broadcast (e.g. by Edmonton for Edmonton or by Halifax for Maritime regional network).

2. Locally-produced programs exchanged between regions.

3. Including programs produced locally for network broadcast (e.g. Vancouver for national network).

TABLEAU 32 : PARTICIPATION REGIONALE TELEVISION ANGLAISE

Répartition des émissions en pourcentage du temps d'antenne

	Émissions régionales et locales ¹	Échanges régionaux ²	Émissions distribuées par le réseau mais réalisées en dehors du centre du réseau	Émissions de réseau moins les émissions régionales et locales	Production, distribution et échanges d'émissions régionales et locales ³
Oct.	29.4	2.2	6.6	61.8	38.2
Nov.	30.5	3.2	6.8	59.5	40.5
Déc.	31.1	3.1	6.8	59.0	41.0
Janv.	31.4	3.0	8.5	57.1	42.9
Fév.	30.1	3.5	10.1	56.3	43.7
Mars	31.2	4.2	8.0	56.6	43.4

1. Réalisées à l'échelon local pour la localité ou la région (par ex. par Edmonton pour Edmonton, ou par Halifax pour la région des Maritimes).

2. Émissions régionales ou locales échangées entre les régions.

3. Comprend les émissions réalisées à l'échelon local et diffusées par le réseau (par ex. Vancouver pour le réseau national).



JUL 13 1986



3 1761 11550783 2